



# ***STIC Search Report***

***EIC 3600***

**STIC Database Tracking Number: 179868**

**To: Arthur Duran  
Location: 5D60  
Art Unit : 3622  
Wednesday, March 01, 2006**

**Case Serial Number: 09/846431**

**From: Karen Lehman  
Location: EIC 3600 KNX 4A68, 4B58  
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## **Search Notes**

109C43

Print Request: Selected Document(s): 6,8,15,20,24

Time of Request: March 01, 2006 09:05 AM EST

Number of Lines: 360

Job Number: 1861:86476103

Client ID/Project Name:

Note:

Research Information:

News, Beyond Two Years (English, Full Text)  
date bef 4/30/2001 and sell! w/10 (ad or advertising) w/10 (website or internet  
or online) w/10 (revenue or success or increas! profit) w/10 (free or  
complimentary) w/10 (ad or advertising)

Send to: LEHMAN, KAREN  
USPTO  
600 DULANY ST  
ALEXANDRIA, VA 22314-5782

6 of 25 DOCUMENTS

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June 6, 2000

**LENGTH:** 718 words

**HEADLINE:** Forget the Old E-Commerce: Software Developers Partner With Web3000 to Make Money on the Internet Without Selling Anything

**BODY:**

Software Ad Network Model Provides Simplified Means for 10 New Partners  
To Increase Their Bottom Line

REDMOND, Wash., June 6 /PRNewswire/ -- Web3000, developer of the most effective software ad network on the Internet, today announced the addition of 10 software developers to the Web3000 Ad Network. By paying software developers each time their products are installed, Web3000 enables developers to devote their time and resources to developing new products. In the old software ad network e-commerce model, developers received payment for their product as a percentage of advertising revenue, regardless of the number of users who downloaded their product. This new e-commerce model rewards software developers for creating useful products, not for failing to generate advertiser interest like the first-generation models.

"We're proving everyday that it's possible for software companies of all sizes to make money on the Internet with the Web3000 Ad Network," said Gene Kavner, president and CEO of Web3000. "The addition of these 10 partners reinforces that software companies are ready to take the next step in the Internet's evolution."

New developers joining the Web3000 Ad Network are evidence of fundamental changes occurring with the Internet as software companies continue to search for new avenues to increase profit margins. The Web3000 Ad Network allows software companies to offer free products to consumers while generating revenue and lowering overhead costs associated with selling products on the Internet. New Web3000 Ad Network partners include: -- Afreet, [www.netvampire.com](http://www.netvampire.com) -- Auction Station, [www.geocities.com/astation](http://www.geocities.com/astation) 2000 -- CSH Computer, [www.downloadguys.com](http://www.downloadguys.com) -- GenoPro, [www.genopro.net](http://www.genopro.net) -- Insight, [www.insight.com](http://www.insight.com) -- JSoft Consulting, [www.jsoft.com](http://www.jsoft.com) -- K&G Software, [www.kgsoft.com](http://www.kgsoft.com) -- LC-Enterprises, [www.lcenterprises.com](http://www.lcenterprises.com) -- MediaLingo, [www.medialingo.com](http://www.medialingo.com) -- TypeItIn, [www.wavget.com](http://www.wavget.com) Targeted Advertising within Internet Software

Advertisers benefit from the Web3000 Ad Network's precision targeting based on voluntary information supplied by consumers. For its partners, Web3000 precision targets using:

-- Browser Headline -- browser-embedded advertising that runs on top of the browser delivering targeted messages to the user the entire time they are online with a single media buy. This is Web3000's most effective tool to drive significant traffic to any Web site.

-- Status Bar -- resident on the lower right hand corner of the user's screen. This distribution tool is always on while the user is online.

-- Email Newsletters -- targeted communication with network users who have opted-in to receive email.

-- Installation Offers -- new opt-in product offers presented to the user in conjunction with the installation of the ad network product.

About Web3000

## Forget the Old E-Commerce: Software Developers Partner With Web3000 to M

Web3000 (<http://www.web3000.com>) is the developer of the most effective software ad network on the Internet. The Web3000 Ad Network (<http://www.web3000adnetwork.com>) distributes software and online advertising to Internet-savvy consumers through a network of installed software products. Web3000 Ad Network has the ability to precisely target advertising and software downloads based on voluntary information supplied by users. The Web3000 Ad Network provides software developers with an immediate revenue stream without the need for time-intensive development and has the unmatched ability to reach Internet-savvy consumers the entire time they are online. The company also produces and distributes NetSonic, the free Internet utility (Best Freeware 1999 by PC World) that speeds the delivery of Web content and saves bandwidth, one of the top 10 best downloads of the millennium recently announced by ZDNet. Web3000 is headquartered in Redmond, Wash.

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8 of 25 DOCUMENTS

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February 24, 2000, Thursday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND TECHNOLOGY EDITORS

LENGTH: 1589 words

HEADLINE: MicroStrategy Makes Strategy.com Wholly-Owned Subsidiary;  
Strategy.com's User-Base Exceeds 250,000 Subscribers and Over 75 Companies Have Joined the Network

DATELINE: VIENNA, Va., Feb. 24

BODY:

MicroStrategy(R) Incorporated (Nasdaq: MSTR), a leading worldwide provider of Intelligent E-Business(TM) software, today announced several milestones for Strategy.com(TM), the company's Personal Intelligence Network(TM). The user base of Strategy.com has increased to 250,000, more than 75 affiliates have joined the Network, and Strategy.com has become a wholly-owned subsidiary of MicroStrategy. MicroStrategy is currently evaluating financial opportunities for Strategy.com, which may include undertaking an initial public offering of Strategy.com within the next 18 months.

"With Strategy.com, consumers are receiving requested content via web, wireless, and voice," said Michael J. Saylor, president and CEO of MicroStrategy Incorporated. "This enables affiliates to offer more consistent, personalized communication with their customers than a traditional web site. As we build out the Strategy.com Network and add more affiliates, we expect the network to become even more valuable to consumers."

Strategy.com is a syndicated network that provides proactive, one-to-one services to customers via web, wireless, and voice. Currently, Strategy.com offers Strategy.com Finance(TM), which delivers personalized alerts and reports to consumers about various financial conditions, including market updates, individual portfolio performance and changes in analyst recommendations, via web, wireless, and voice. In addition, Strategy.com expects to make the Strategy.com

## MicroStrategy Makes Strategy.com Wholly-Owned Subsidiary; Strategy.com'

Weather(TM) and Strategy.com News(TM) channels commercially available in the second quarter of 2000. These channels are currently available for free trial at [www.strategy.com](http://www.strategy.com).

Over time, MicroStrategy plans to enhance Strategy.com's intelligence services to include transaction agents that enable consumers to perform such tasks as trading stocks or refinancing their credit cards with the click of a button via web, wireless, and voice. These intelligent transaction agents have the potential to provide consumers with an easy, low cost way of performing otherwise cumbersome, time-consuming tasks, therefore putting the power of the transaction in the hands of the consumer. Strategy.com will deliver the syndicated programming that other consumer brands deliver as their next generation wireless Internet offering.

"The Wireless Internet is creating an explosion in the demand for ubiquitous access to important information," said David Morris, analyst with Jupiter Communications, an Internet Research firm. "The value of a network of proactively delivered, personalized content, such as Strategy.com, is only beginning to be realized."

### Strategy.com Adds 48 New Affiliates

Since October 1999, Strategy.com has added 48 affiliates to bring the total number of companies on the network to more than 75. Major affiliates signed during this time include Belo Interactive, Primark, Phillips International and Wall Street Journal Interactive.

In addition, the number of subscribers to the Strategy.com Network has grown to approximately 250,000, with 200 to 800 subscribers joining the network each day during this period. Strategy.com delivers more than one million permission-based, personalized messages per week, via web, wireless and voice. Strategy.com delivers personalized messages every day to subscribers on the network, allowing affiliate organizations to reinforce their relationships with their customers.

### Strategy.com Affiliates Span Multiple Industries

Leading financial services, telecommunications and wireless carriers, media companies, and business-to-business organizations have signed on to be affiliates of the Strategy.com Network.

- \* Financial services affiliates include Ameritrade (Nasdaq: AMTD), Nasdaq.com, Riggs National Bank (Nasdaq: RIGS) and fbr.com (NYSE: FBR).
- \* Telecommunications affiliates include Nextel (Nasdaq: NXTL), American Mobile Satellite (Nasdaq: SKYC), Metrocall (Nasdaq: MCLL), Telstreet.com, Aquis Communications and Iridium North America.
- \* Media companies affiliated with the Network include Wall Street Journal Interactive, washingtonpost.com, USATODAY.com, Belo Interactive (NYSE: BLC), and Phillips International.
- \* Business-to-business organizations affiliated with the Network include Primark (NYSE: PMK), Exchange Applications (Nasdaq: EXAP), NCR (NYSE: NCR) and Cendex.

### Business Model Designed to Create Recurring Revenue Streams That Benefit Both Affiliates and Strategy.com

Strategy.com's business model contemplates a set of potential recurring revenue streams designed to benefit both the affiliate and Strategy.com as they offer intelligent services to subscribers. The main areas include advertising, subscriptions, transactions and OEM relationships:

- \* Advertising -- Strategy.com and affiliates have the opportunity to sell advertising on all Internet programming, and split the associated revenues.
- \* Subscriptions -- While the current Strategy.com services are free to the customer, as high-end premium services are developed, interested users will pay a subscription fee.
- \* Transactions -- In the future, Strategy.com will receive a transaction fee associated with the ability to conduct business via web, wireless and voice. Consumers will pay a small fee for the convenience of having Strategy.com conduct a stock trade or refinance their credit card with the touch of a button.
- \* OEM -- Strategy.com will charge a per user fee for organizations that bundle Strategy.com's services into existing content or service packages they offer to their customers.

## MicroStrategy Makes Strategy.com Wholly-Owned Subsidiary;Strategy.com'

Strategy.com is designed for companies seeking to increase customer stickiness, develop trusted relationships that drive transactions and reach its customers beyond the web via wireless and voice. Strategy.com enables companies to quickly offer low cost programming options designed to help them build or maintain a competitive advantage and generate a recurring revenue stream.

MicroStrategy will hold a conference call chaired by Michael J. Saylor to discuss this announcement today at 5:30 pm (EDT). Investors can access the call by dialing (888) 869-0374. International investors can dial (904) 779-4767.

**About Strategy.com**

Strategy.com(TM) is the Personal Intelligence Network(TM) from MicroStrategy(R) Incorporated. Through a number of leading companies, Strategy.com delivers personalized, timely information to consumers via web, wireless and voice. Strategy.com has more than 250,000 subscribers and over 75 affiliates, including Wall Street Journal Interactive, EarthLink, Ameritrade, Belo, Metrocall, USATODAY.com, Primark, WashingtonPost.com, and Nasdaq.

**About MicroStrategy Incorporated**

MicroStrategy is a leading worldwide provider of Intelligent E- Business(TM) software and related services. MicroStrategy's technology platform is creating a new generation of one-to-one e-business solutions that enable Global 2000 organizations to build personal relationships with their partners, supply-chains, and customers. MicroStrategy delivers these solutions via web, wireless, and voice. In addition to its sophisticated technology, MicroStrategy also offers a comprehensive set of consulting, training and support services for its customers and partners.

MicroStrategy has approximately 900 customers across such diverse industries as retail, finance, telecommunications, dot-com, insurance, healthcare, pharmaceuticals and consumer packaged goods. MicroStrategy also has entered into relationships with more than 225 systems integrators, application development and platform partners.

For more information, please visit MicroStrategy's Web site: <http://www.microstrategy.com>.

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SOURCE MicroStrategy Incorporated

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URL: <http://www.prnewswire.com>

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15 of 25 DOCUMENTS

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Computer Weekly

March 4, 1999

SECTION: TECHNOLOGY; Pg. 2 2

**LENGTH:** 752 words

**HEADLINE:** IS THE INTERNET REALLY ON THE ROAD TO FREEDOM?

**BYLINE:** Glyn Moody; Glyn Moody Getting WiredFREE INTERNET SERVICES

**BODY:**

Traditional business rules are being turned upside-down as the number of firms offering free internet services continues to rise

One of the Internet's most unsettling aspects for business users is the way it seems to fly in the face of conventional economics. Its basic operational characteristics, whereby connections to the other side of the globe cost the same as those to the other side of the road, are confusing enough. But even worse for many is the constant recrudescence of the "free" idea.

Alongside the more formally constituted Free Software Foundation ([www.gnu.org/](http://www.gnu.org/)), there is the burgeoning open source movement (see [www.opensource.org/](http://www.opensource.org/)), to say nothing of the various less-than-legal manifestations of a more general attempt to implement the "information wants to be free" idea by posting copyright material online.

But it is not just the hippy/hacker fringe that is infected with the idea of freedom: practically all content is freely available, the main browsers are now all free, free e-mail services are commonplace, and other free Web-based services such as calendaring are being devised.

Further proof that the business rules are being turned upside-down is provided by the launch of a US company called Free PC. As its home page at [www.free-pc.com/](http://www.free-pc.com/) explains, 10,000 qualifying participants in this scheme will be given a new PC and Internet connection completely free for two years.

To qualify, applicants must provide extensive demographic details so that targeted Web-based advertising can be sent to them.

In fact the ads will actually reside on the PC's disc: no less than 2 Gbytes will be allocated to multimedia displays from the scheme's sponsors. This will avoid long download delays for the ads - which are always present on-screen when users are online.

Free-PC is yet another venture from the ever-fertile IdeaLab ([www.idealab.com/](http://www.idealab.com/)), discussed in a previous Siteseeing column. It represents the logical extrapolation of a number of other free US services that provide free Internet connections, but no hardware.

These services all generate their revenue by selling targeted advertising. Rather remarkably, it has proved possible in the UK to provide similar free Internet services without necessarily imposing any advertising. This is because of differences in the way that the telecoms industry functions in the two countries.

In the US, local calls are frequently free, but in the UK they rarely are - a fact that has probably acted as a considerable brake on the uptake of the Internet both here and on the continent, where the call charge structure is similar.

However, because of the way the deregulated telecoms industry works, it is possible for companies offering a free Internet service, say, to generate income from interconnect fees - see [www.etheridge.freesevice.co.uk/freei/catch.htm](http://www.etheridge.freesevice.co.uk/freei/catch.htm).

This has led to an extraordinary spate of free Internet services in the UK (see [www.etheridge.freesevice.co.uk/freei/index.htm](http://www.etheridge.freesevice.co.uk/freei/index.htm)), many of them with no advertising (unlike in the US, where it represents the only available revenue). Even BT has joined the club (at <http://btclickfree.excite.co.uk/btclickfree/>).

The most famous of these is Dixon's Freeserve (at [www.freesevice.co.uk/](http://www.freesevice.co.uk/)) which now boasts over one million users ([www.dixons-group-plc.co.uk/Press\\_Release\\_990201.asp](http://www.dixons-group-plc.co.uk/Press_Release_990201.asp)). Dixons can make money in a number of ways: the interconnect fees, online advertising and online sales.

The latter is perhaps the most interesting, since retailers are now able to remove a major barrier to the spread of e-commerce - the need for an Internet connection - by providing it free.

## IS THE INTERNET REALLY ON THE ROAD TO FREEDOM? Computer Weekly March 4,

Proof that this model is spreading is provided by the news that Tesconet ([www.tesco.net/index.htm](http://www.tesco.net/index.htm)), originally a paid-for Internet service, is to be made available free.

It will presumably soon be easy even for the smallest online merchants to offer a free Internet account from dedicated Internet service providers serving this market.

Another manifestation of the Internet's "free" culture is even more radical. The US e-commerce company Onsale (at [www.onsale.com/](http://www.onsale.com/)) sells all its goods at wholesale prices - for zero profit, that is - and aims to make money from the advertising it carries.

This idea of turning an entire product catalogue into just a marketing tool will send shivers down the spines of many business people brought up with more conventional approaches.

Next week: Microsoft's downfall

[www.computerweekly.co.uk](http://www.computerweekly.co.uk) Magazine

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20 of 25 DOCUMENTS

Copyright 1998 Business Wire, Inc.  
Business Wire

August 10, 1998, Monday

**DISTRIBUTION:** Business Editors Automotive Writers

**LENGTH:** 1168 words

**HEADLINE:** New AutoConnect Feature Allows Online Car Buyers To Obtain Real-time Insurance Rates and Coverage Using Intuit's Quicken InsureMarket

**DATETIME:** ATLANTA and MOUNTAIN VIEW, Calif.

**BODY:**

Aug. 10, 1998-- AutoConnect, the world's largest online pre-owned automotive shopping service, has signed an agreement with Quicken InsureMarket (<http://www.insuremarket.com>), the Web's most complete personal insurance service, to provide real-time auto insurance quotes, policies, information and more to car shoppers at the AutoConnect site (<http://autoconnect.com>). This alliance will allow to deliver users the promise of real-time electronic commerce and provide important advertising and marketing revenue opportunities for AutoConnect and Intuit.

AutoConnect shoppers can compare insurance rates for different model cars, as well as access data on each car's risk factors, including theft, or the amount of damage likely to be sustained in an accident. Quicken InsureMarket also allows drivers in 10 states to obtain insurance online. A national roll out of the auto insurance purchasing service is now in progress and is expected to be available to more than half the drivers in the country this fall. In addition, many drivers will be able to receive quotes and buy online from several carriers by filling out one simple form. Drivers in states not yet offering online underwriting can register now at the AutoConnect site for a follow-up e-mail when their state does come online. Drivers in all 50 states can also use the service to request offline quotes from Allstate, State Farm and MetLife, as well as to connect with local agents from those companies to receive personal assistance.

"Our exclusive partnership with Quicken InsureMarket reinforces our philosophy of offering AutoConnect shoppers the very best automotive resources available on the Web today," said Chip Perry, president and CEO of AutoConnect. "We are empowering consumers to make the best and most informed choices in buying, financing and insuring a vehicle by partnering with companies such as Intuit, Kelly Blue Book, PersonaLogic, Vicinity Corp., and GTE Directory Services."



## New AutoConnect Feature Allows Online Car Buyers To Obtain Real-time Ins

"Combining services that consumers often need together, such as purchasing and insuring a car, makes the Internet a powerful tool for people who are trying to get the most for their money in the least amount of time," said Steven Aldrich, president of Intuit Insurance Services, Inc. (IIS). "By delivering a high level of functionality to end-users, we believe this partnership may lead to substantial traffic and revenue opportunities."

AutoConnect's business starts with the premise that online classified advertising should be free of charge to both the buyer and the seller. Unlike other online auto sites, AutoConnect generates revenue through transaction and advertising fees related to the sale of auto-related goods and services. This partnership is the first of many that AutoConnect will be announcing in the coming months.

The AutoConnect site offers the most comprehensive information available on pre-owned cars, which constitute nearly 75 percent of the cars sold in America today. The service streamlines the way consumers can shop for cars by providing online sources for pertinent information to help users make informed buying decisions. This information resource includes hundreds of thousands of pre-owned vehicle listings; individual and vehicle model comparisons; credible third-party reviews from a variety of sources including Consumer's Digest; safety information; Kelley Blue Book values; financing rates; insurance quotes; warranty information and contributions from experienced commentators like Jack Gillis and Lesley Hazelton. In addition, AutoConnect can proactively notify registered users about specific predetermined topics, such as automatic notification of vehicles they are interested in and vehicle recall information.

Quicken InsureMarket is the leading insurance site on the Internet, with participation from major, national insurance carriers, and the ability to offer real-time rate quotes and online payment options which can speed the process of buying insurance. AutoConnect's Quicken InsureMarket is a full-service site that features a library of educational material so consumers can learn more about insurance, as well as interactive insurance planning tools and information from independent insurance experts.

### About AutoConnect

AutoConnect is a joint venture between Manheim Auctions, Inc., a subsidiary of Cox Enterprises, and the Dealer Services Group of Automatic Data Processing, Inc. (ADP) offering Internet shopping information and services for pre-owned and new cars and trucks. Manheim and ADP (NYSE: AUD) provide a variety of products and services to a combined total of more than 90 percent of the U.S. automotive dealers, making AutoConnect the Internet's largest and most significant consolidation of automobile dealer relationships and used car listings. This site opened to dealers and consumers in May 1998.

### About Intuit

Intuit Inc., a financial software and Web-based services company, develops and markets Quicken, the leading personal finance software; TurboTax, the best-selling tax preparation software; and QuickBooks, the most popular small business accounting software. Intuit's Quicken.com (<http://www.quicken.com>) offers a complete set of personal finance news, information, and tools, including the leading mutual fund and insurance sites. Intuit's products and services enable individuals, small businesses, and financial professionals to better manage their financial lives and businesses.

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## New AutoConnect Feature Allows Online Car Buyers To Obtain Real-time Ins

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Today's News On The Net - Business Wire's full file on the Internet  
with Hyperlinks to your home page.  
URL: <http://www.businesswire.com>

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24 of 25 DOCUMENTS

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Electronic Advertising & Marketplace Report

July 1, 1997

**SECTION:** Vol.11, No.13

**LENGTH:** 570 words

**HEADLINE:** C/NET Targets Consumer Market With Launch Of Snap! Online

**BODY:**

Business/professional Web publisher C/NET, which gained stature by targeting computer professionals and enthusiasts, is adding the general consumer market to its audience with the launch of Snap! Online, a content service, in September.

The company has spent more than \$2 million preparing for the service's launch and devoted more than 100 full-time employees to it.

Snap! Online will provide consumer content and news and financial information to companies that want to attract viewers but only offer basic corporate sites. The service will be co-branded, featuring both the Snap! Online brand and the partner's brand. "We will work with companies that already have established brands," C/NET president Halsey Minor said. "It's not important for our business strategy to establish Snap! Online as a brand."

Snap! Online partners will handle distribution and promotion for the product. C/NET is targeting four different markets for Snap! Online: Internet service providers (ISPs); marketers, including banks, airlines and retailers; PC manufacturers and individual Web publishers that haven't yet built an extensive content portfolio of their own. Partners will license the service from C/NET for a fee in the ballpark of "several hundred thousand dollars," Minor said.

To date, C/NET has signed AT&T, MCI, Sprint, Earthlink, BellSouth, Mindspring and Concentric Network as distribution partners. Negotiations are also being conducted with major financial institutions and packaged-goods companies, whose names were not disclosed.

**Borrowing The PointCast Model**

Snap! Online uses the channel paradigm and features 14 content channels, including sports, news and finance. Snap! Online will be offered with a CD ROM tutorial to educate users.

Publishers will be able to override the service to include their own advertisers or content partners, similar to the way a local broadcast commercial can override a national spot.

## C/NET Targets Consumer Market With Launch Of Snap! Online Electronic Adv

The service will feature a Hot Topics area that provides a synopsis of current events and categories of interest to the individual user, as well as links to relevant sites.

Publishers will also be able to post their own marketing messages in an area called "The Brick," a square at the top left corner of the page that remains in constant view. Brick space is free.

### C/NET To Share Ad Revenue With Partners

Snap! Online will also include banner advertising from outside marketers. C/NET is responsible for selling ad space on all Snap! Online channels and will share ad revenue with its partners. Minor said the splits will vary by client.

A rate card has not been developed yet, although advertisers will be able to purchase general rotation banners and keywords. All Snap! Online users must register by entering their zip code. By first quarter 1998, participating advertisers will be able to geographically target their campaigns using this data.

### Boosting Usage Through New Venues

Snap! Online will basically serve as an on ramp for Web users. As such, the service has greater potential to attract advertisers - if it can draw the volume of users that a Yahoo! or Excite does.

Snap! Online is also evidence of Web publishers' need to think creatively to expand market share. "I think the default position is the marketing war of 1998," Minor said. C/NET anticipates Snap! Online will draw 2.5 million page views per week after launch.

**LOAD-DATE:** July 22, 1999

09/846431

REVISION DATE: 20040302

? show files;ds

File 256:TecInfoSource 82-2006/Feb

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Set	Items	Description
S1	3574	SALE OR SALES OR SELLING OR SELL
S2	1336	AD OR ADS OR ADVERTIS? OR SLOTS
S3	14257	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	1834	SUCCESSFUL? OR SUCCESS
S5	168	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	159	ADVERTISER?
S7	1974	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	0	WAIV? (2N)FEE
S9	1783	ADDITIONAL? OR EXTRA
S10	202	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S11	24	S1 AND S2 AND S3 AND (S5 OR S7)
S12	8	S11 AND S5
S13	4	S12 NOT PD=>20010430

09/846431

13/7/1  
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01084671            DOCUMENT TYPE:   Product

PRODUCT NAME:   AccountScout (084671)

Fake Brains Inc (665835)  
PO Box 261632  
Littleton, CO 80163-1632   United States  
TELEPHONE:   (303) 791-3301

RECORD TYPE:   Directory

CONTACT:   Sales Department

Fake Brains' AccountScout manages the scheduling and entry of newspaper display advertisements, page-ready classifieds, and circulars. AccountScout can be tapped to improve data entry productivity and to reduce office paperwork. Beyond scheduling a range of display and classified advertisements, the system manages customer contracts, prices and formats page-ready classifieds, prints invoices, and tracks sales commissions. It also offers more than 100 report options. AccountScout streamlines the Web publication of classified advertisements. It also works with existing accounts receivable and general ledger applications. Employing the scheduling and data entry system, newspapers can streamline internal processes and increase sales. A demonstration version of AccountScout and a product brochure can be downloaded from the Fake Brains Web site.

REVISION DATE:   20020530

13/7/2  
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01081361            DOCUMENT TYPE:   Product

PRODUCT NAME:   ECNext Managed Services for Publishers (MSP) (081361)

ECNext Inc (717851)  
9200 Worthington Rd #301  
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TELEPHONE:   (614) 682-5103

RECORD TYPE:   Directory

ECNext's ECNext Managed Services for Publishers (MSP) is a comprehensive online content publishing and management system. ECNext MSP encompasses a range of technology and service components, including the ComSite modules and the ComManage and ComMarket services. ECNext MSP's ComSite module is an open, scalable, and secure platform that allows publishers to create Web content quickly and that performs efficient conversions of existing content. ECNext MSP's ComManage services target back office management requirements. ComManage addresses customer support, Web site management, hosting, and billing processes. Employing ComManage, publishers can

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09/846431

eliminate data center investment and management demands. Content providers can sell directly to customers searching for information. They can set up document or database catalogs, with pay-per-view or subscription pricing. Finally, the service is a three-tier platform that allows providers to increase Web site traffic. The component offers search engine optimization, reciprocal link, online advertising, marketing communications, corporate account, and channel partner features. Tapping ECNext MSP, publishers can improve profit margins by reducing distribution costs and order cycle times. ECNext MSP is deployed and configured quickly. The system also features intuitive online administration and reporting tools.

REVISION DATE: 20031208

13/7/3  
DIALOG(R)File 256:TecInfoSource  
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01078778 DOCUMENT TYPE: Product

PRODUCT NAME: Hitbox Enterprise (078778)

WebSideStory Inc (662402)  
10182 Telesis Ct  
San Diego, CA 92121 United States  
TELEPHONE: (619) 546-0040

RECORD TYPE: Directory

CONTACT: Sales Department

Hitbox (R) Enterprise from WebSideStory is a comprehensive outsourced Web analytics service. Highly scalable and easy to use, HitBox Enterprise provides detailed, real-time information about a site's visitors and about customers' behavior. These analyses can help e-companies increase sales and profits. It serves sites with large volumes of traffic or the most sophisticated needs, including visitor segmentation, multilevel content grouping, path from referrer, and account aggregation. HitBox Enterprise can help site owners answer questions such as where do my best customers come from? which products or services do site visitors prefer? and which advertising campaigns will be the most effective? They can use this information to acquire new customers, improve the usability of their offerings, or enhance customer service.

REVISION DATE: 20020530

13/7/4  
DIALOG(R)File 256:TecInfoSource  
(c) 2006 Info.Sources Inc. All rts. reserv.

01050261 DOCUMENT TYPE: Product

PRODUCT NAME: GeoPoint (050261)

Quova Inc (702986)  
333 W Evelyn Ave  
Mountain View, CA 94041 United States

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09/846431

TELEPHONE: (650) 528-3700

RECORD TYPE: Directory

CONTACT: Sales Department

GeoPoint (SM) from Quova is a location-based service for Web site owners and Internet service providers that determines the geographic location of site visitors, enabling them to provide their customers with personalized services and information. It is built upon Quova's Precision Mapping Technology (PMT) (TM), which uses eight mapping methods to analyze and map more than four billion IP addresses. Businesses can increase their sales potential and customer loyalty through locally targeted advertisements, personalized content that uses the appropriate language, currency, and cultural style of customers' locations, compliance with local laws and regulations, and improved ability to detect online credit card fraud. GeoPoint is non-invasive and protects the anonymity of site visitors; it does not require registration data or profiles. It works by collecting geographic data, analyzing and mapping the data with PMT, and storing it in a data warehouse. From the data warehouse, the GeoPoint Data Delivery Servers (DDSes) translate the content into the appropriate style and deliver it within milliseconds. Additionally, GeoPoint users are provided with access to a support extranet at which they can view reports of their site's performance, traffic, and demographics, check their billing and accounting status, and receive customer support.

09/846431

les;ds

File 256:TecInfoSource 82-2006/Feb

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Set	Items	Description
S1	3574	SALE OR SALES OR SELLING OR SELL
S2	1336	AD OR ADS OR ADVERTIS? OR SLOTS
S3	14257	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	1834	SUCCESSFUL? OR SUCCESS
S5	168	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	159	ADVERTISER?
S7	1974	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	0	WAIV?(2N)FEE
S9	1783	ADDITIONAL? OR EXTRA
S10	202	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S11	24	S1 AND S2 AND S3 AND (S5 OR S7)
S12	8	S11 AND S5
S13	4	S12 NOT PD=>20010430

? log

28feb06 16:45:42 User258385 Session D4359.6

\$5.24 1.028 DialUnits File256

\$31.95 9 Type(s) in Format 3

\$14.20 4 Type(s) in Format 7

\$46.15 13 Types

\$51.39 Estimated cost File256

\$2.66 TELNET

\$54.05 Estimated cost this search

\$147.92 Estimated total session cost 25.619 DialUnits

Logoff: level 05.10.03 D 16:45:42





# **STIC Search Report**

## **EIC 3600**

**STIC Database Tracking Number: 179868**

**To: Arthur Duran**  
**Location: 5D60**  
**Art Unit : 3622**  
**Wednesday, March 01, 2006**

**Case Serial Number: 09/846431**

**From: Karen Lehman**  
**Location: EIC 3600 KNX 4A68, 4B58**  
**Phone : 571-272-3496**  
**karen.lehman@uspto.gov**

### **Search Notes**

09/846431

show files;ds

File 15:ABI/Inform(R) 1971-2006/Feb 28  
(c) 2006 ProQuest Info&Learning  
File 9:Business & Industry(R) Jul/1994-2006/Feb 27  
(c) 2006 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2006/Feb 27  
(c) 2006 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2006/Feb 27  
(c) 2006 The Gale Group  
File 636:Gale Group Newsletter DB(TM) 1987-2006/Feb 27  
(c) 2006 The Gale Group  
File 16:Gale Group PROMT(R) 1990-2006/Feb 28  
(c) 2006 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2006/Feb 27  
(c)2006 The Gale Group

Set	Items	Description
S1	12189462	SALE OR SALES OR SELLING OR SELL
S2	3920694	AD OR ADS OR ADVERTIS? OR SLOTS
S3	8723218	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	4790044	SUCCESSFUL? OR SUCCESS
S5	967839	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	331491	ADVERTISER?
S7	3499986	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	6833	WAIV? (2N)FEE
S9	5664003	ADDITIONAL? OR EXTRA
S10	42710	S7 (4N) S2
S11	77	S10 (7N) S5
S12	3894	S10 (5N) S3
S13	2823	S12 NOT PD=>20010430
S14	1578	RD (unique items)
S15	42731	(S7 OR S8) (4N) S2
S16	9524	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) S5
S17	29	S16 AND S15
S18	2023	S16 AND S2
S19	486	S18 AND (S7 OR S8)
S20	271	S5 (7N) (S7 OR S8) (7N) S2
S21	259208	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S22	27	S10 (5N) S6 (5N) S4
S23	248	S10 AND S6 AND S21
S24	49459	S7 (5N) S2
S25	895	S24 AND S21
S26	32305	S4 (4N) S2
S27	77	S26 (S) S21
S28	8	S27 AND (S7 OR S8)
		?

09/846431

S14 31 RD (unique items)  
? t 14/3,k/all

14/3,K/1 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09468120  
SCE, Sega, Namco to tie up in online games, movies  
JAPAN: NAMCO, SEGA, SCE TO FORGE ALLIANCE  
Nikkei Net Interactive (ATM) 21 Feb 2001 NihonKeizai Shimbun online  
Language: ENGLISH

... firms will install kiosks in software shops and video game arcades  
allowing customers to get free Internet access to movies,  
advertisements as well as test-runs of new game software.

14/3,K/2 (Item 2 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09453699  
La presse gratuite  
FRANCE: THE FREE PRESS MARKET  
CaractYre (CE) 30 Jan 2001 p.40-41  
Language: FRENCH

...distribution of free press fell 6% from 1996 to 1999 with the arrival of  
classified ads on the Internet. The free press publications are also  
creating sites in order to compete with them. Internet is expected...

14/3,K/3 (Item 3 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09294295  
SBC Accuses Time Warner in Web Flap  
US: TIME WARNER TACTICS QUESTIONED BY SBC  
Los Angeles Times (AUD) 25 May 2000 online  
Language: ENGLISH

... SBC Communications has asked the Texas Public Utility Commission to  
investigate. Time Warner had been advertising a Houston free Internet  
service to employees as well as cash prizes, provided they join up with  
Time Warner...

14/3,K/4 (Item 4 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09293202  
Free net offer too popular for some  
AUSTRALIA: GOCONNECT TO CHANGE ADVERTISEMENT  
The Australian (XAA) 17 May 2000 p.3  
Language: ENGLISH

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09/846431

... ISP) GoConnect to change its advertisements following complaints from its competitors and subscribers. GoConnect's advertisement promised free Internet access, a bait which prompted 350,000 customers to sign up, thinking access would have...

14/3,K/5 (Item 5 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09265848  
Ponukaju virtualno-prezentacne kontrakty  
SLOVAKIA: VIRTUAL ADVERTISING ON INTERNET  
Hospodarske Noviny (AVS) 05 Apr 2000 online  
Language: SLOVAK

Slovak-based PSKA is preparing a project, Virtual Advertising Contracts 2001, which enables companies to advertise on the Internet free of charge by the end of 2001. PSKA will help with web site design and...

14/3,K/6 (Item 6 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09248175  
Web Union and AdStop jointly develop online advertising  
HONG KONG: WEB UNION TEAMS UP WITH ADSTOP  
HK Economic Journal (XKG) 08 Mar 2000 P. 8  
Language: CHINESE

...web sites, they will place two advertisements with Web Union to exchange for membership and free online advertising exchange services. AdStop is an Internet advertising database company in the U.S., It incorporates advertising statistics like hit rate, site...

14/3,K/7 (Item 7 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09241921  
Reklam pV internet 6kar  
SWEDEN: GROWTH IN INTERNET ADVERTISING  
Finanstidningen (XTB) 17 Feb 2000 p.07  
Language: SWEDISH

... the Internet in the last quarter of 1999 compared with the same period in 1998. Internet advertising as well as direct advertising and free newspapers are gaining ground at the expense of traditional media. According to the Institute of...

14/3,K/8 (Item 8 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09203481

Internetanbieter will deutschen Markt aufrollen  
GERMANY: SWEDISH INTERNET PROVIDER SPRAY COMING  
Berliner Zeitung (XGF) 25 Nov 1999 p.18  
Language: GERMAN

...in Germany behind T-Online and AOL. From January 2000, Spray will launch a large advertising campaign for its free Internet access with a fee of DM 0.06 per minute for the telephone line. Spray...

14/3,K/9 (Item 9 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09182258

Internet Service Provider To Offer Free, Ad-Sponsored Access  
JAPAN: FREE INTERNET ACCESS OFFERED BY LIVE DOOR  
Nikkei Net Interactive (ATM) 26 Oct 1999 The NihonKeizai Shimbun, p.1  
Language: ENGLISH

Internet Service Provider To Offer Free , Ad -Sponsored Access

14/3,K/10 (Item 10 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09160688

Zeitungsverleger sehen Wettbewerb mit dem Internet gelassen entgegen  
GERMANY: NEWSPAPER PUBLISHERS ARE OPTIMISTIC  
Handelsblatt (HT) 15 Sep 1999 p.24  
Language: GERMAN

...to stick to the newspapers also on the Internet. Therefore, users are to be granted free access to the advertising sections of the online editions.

14/3,K/11 (Item 11 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09144621

AltaVista offers free internet access  
US: FREE INTERNET ACCESS FROM ALTAVISTA  
Financial Times (FT) 13 Aug 1999 p. 22  
Language: ENGLISH

... services such as share news. AltaVista has linked up with 1stUp.com, which specialises in advertisement -sponsored Internet access. The free Internet access service is in line with the strategy of its new owner, CMGI, which wants...

14/3,K/12 (Item 12 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09120892

SPRAY GAR IN SOM HUVUDAGARE I BIP

SWEDEN: SPRAY ACQUIRES BIP

Finanstidningen (XTB) 15 Jun 1999 p.13

Language: SWEDISH

...the Swedish Internet provider, is to be acquired by the Internet company Spray. BIP offers Internet access free of charge, financed by advertisements, and is the fourth biggest Internet provider in Sweden through its 225,000 subscribers. Spray has 50,000 Internet subscribers. The ...

14/3,K/13 (Item 13 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09061689

Compaq may offer free PCs

US: FREE PC OFFER MAY BE COPIED BY COMPAQ

Independent (TI) 18 Feb 1999 p.5

Language: ENGLISH

...to give away personal computers for free, an offer that will be paid for through internet advertising. People who take a free PC will have to log on to the internet for at least 10 hours a...

14/3,K/14 (Item 14 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09056230

Bass makes U-turn on 'approved list' charges

UK: BASS IN U-TURN OVER TRADERS LISTS

Daily Telegraph (DT) 08 Feb 1999 p.25

Language: ENGLISH

... 1,000 of its suppliers in return for placing their names on the company's website, thus offering them free advertising. However following a number of complaints from its suppliers the company has decided to drop...

14/3,K/15 (Item 15 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09000328

TELE 2 I KLAM

SWEDEN: TELE2 IS LOSING MARKET SHARE

Dagens Industri (DI) 10 Oct 1998 p.10

Language: SWEDISH

... first company to offer Internet subscriptions to private persons, new operators such as BIP offers free Internet access, financed by advertisements, and Telia is increasing capacity in order to offer fast

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Internet access to clients that...

14/3,K/16 (Item 16 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06639719

Les annonces de la Comareg gratuites/  
FRANCE: COMAREG BELIEVES IN THE WEB  
La Tribune (XOT) 08 Jun 1998 p.22  
Language: FRENCH

...the French free press publisher expects. Comareg has been displaying the 250,000 weekly classified advertisement of its free press network Bonjour through the Internet since January 1998. Given the site's success (70,000 users reported in four months...

14/3,K/17 (Item 17 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

06611364

Microsoft tightens ties with system builders  
HONG KONG: NEW MOSBP LAUNCHED BY MICROSOFT  
Computerworld HK (XDP) 26 Mar 1998 P.2  
Language: ENGLISH

... and distributors of hard disks/motherboards can leverage on MOSBP benefits like Microsoft's OEM Web site access, cooperative advertising funds support and free training. Besides that, Microsoft's endeavours with system builders has enabled the company to transfer...

14/3,K/18 (Item 18 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06501655

SAMMENHENG MELLOM PIZZA OG MODEM  
NORWAY: WHY ADVERTISE MODEMS WITH PIZZA ??  
Bergens Tidende (XSK) 28 Jul. 1997 p. 30  
Language: NORWEGIAN

... main product being advertised. In the case of the Swedish National Telecom Company Telia, Telia advertises for Internet subscriptions with free pizza and mineral water, and the consumer ombudsman will now have to decide if these...

14/3,K/19 (Item 19 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06392868

Coke links with online provider  
S.KOREA: ADVERTISING DEAL WITH COCA-COLA

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09/846431

Asian Advertising and Marketing (XDY) 01 Nov 1996 P.22  
Language: ENGLISH

... giant Coca-Cola in South Korea. SDS will extend to Coca-Cola three months of free advertising on its online service and on a monthly magazine for Unitel subscribers called Unitel. In exchange, the SDS...

14/3,K/20 (Item 20 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06255881  
Asia-On-Line allows free advertisements on the Net  
HONG KONG: ASIA-ON-LINE'S FREE ADVERTISING  
HK Economic Times (XKH) 22 Jan 1996 p.A16  
Language: CHINESE

... Line has recently launched a free advertising service called Bazaar, that allows users to post free advertising on the Internet. Asia-On-Line will as well provide the advertising design for its users. The Internet...

14/3,K/21 (Item 21 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06236578  
DELL opens computer direct sales in Hong Kong  
HONG KONG: COMPUTER DIRECT SALES IN HONG KONG  
HK Economic Journal (XKG) 30 Nov 1995 p.8  
Language: CHINESE

... the commercial companies, 30% are individuals and small size companies, while the rest are the Internet engineering projects. DELL uses advertising and free telephone enquiries to promote its products, and has now more than 100 international companies as...

14/3,K/22 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2006 Institution of Electrical Engineers. All rts. reserv.

08536482  
Title: Content conundrum [telecom industry]  
Author(s): Biddlecombe, E.  
Journal: Communications International p.35  
Publisher: Emap Media,  
Publication Date: Nov. 2002 Country of Publication: UK  
CODEN: CINTDZ ISSN: 0305-2109  
Material Identity Number: C184-2002-011  
Language: English  
Subfile: D  
Copyright 2003, IEE

Abstract: Yahoo has lost out heavily to Google as a free online destination supported by advertising. So it has partnered with SBC to

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offer a pricey dsl service claiming premium content...

14/3,K/23 (Item 2 from file: 2)  
DIALOG(R)File 2:INSPEC  
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08414586

Title: From FREE to FEE [online advertising market]  
Author(s): Jarvis, S.  
Journal: Marketing News vol.36, no.16 p.1, 10-12  
Publisher: American Marketing Assoc,  
Publication Date: 5 Aug. 2002 Country of Publication: USA  
CODEN: MKNWAT ISSN: 0025-3790  
SICI: 0025-3790(20020805)36:16L:1:FFOA;1-8  
Material Identity Number: E764-2002-015  
Language: English  
Subfile: D  
Copyright 2002, IEE

Title: From FREE to FEE [online advertising market]

14/3,K/24 (Item 3 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2006 Institution of Electrical Engineers. All rts. reserv.

07563195 INSPEC Abstract Number: C2000-05-7210N-061  
Title: Six trends that will shape the financial information industry  
Author(s): Raeburn, V.  
Journal: Business Information Review vol.17, no.1 p.22-6  
Publisher: Bowker-Saur,  
Publication Date: March 2000 Country of Publication: UK  
CODEN: BIREEY ISSN: 0266-3821  
SICI: 0266-3821(200003)17:1L:22:TTWS;1-Q  
Material Identity Number: K555-2000-001  
Language: English  
Subfile: C  
Copyright 2000, IEE

...Abstract: in leading Internet publishing to success. Financial information is likely to develop along two lines: free , advertising sponsored financial information on the Internet ; and quality, subscription based solutions that guarantee the accuracy of what they supply. Information vendors...

14/3,K/25 (Item 1 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2006 The New York Times. All rts. reserv.

07818556 NYT Sequence Number: 185507001114  
CMGI CLOSING 2 UNITS AS REVENUE FALLS SHORT  
Hansell, Saul  
New York Times, Col. 1, Pg. 19, Sec. C  
Tuesday November 14 2000

ABSTRACT:

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...close Icast, ambitious advertising-supported site devoted to music and entertainment, and Istup.com, another advertising -supported companyt ath provides free Internet service; says sales for quarter will fall short of expectations (M)

14/3,K/26 (Item 2 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2006 The New York Times. All rts. reserv.

07700051 NYT Sequence Number: 671606990719  
TECHNOLOGY: DIGITAL COMMERCE: IT'S BEGINNING TO LOOK AS IF USERS WOULD  
RATHER PAY DIRECTLY FOR SERVICES ON THE INTERNET THAN WADE THROUGH  
ADVERTISING.

Caruso, Denise  
New York Times, Col. 4, Pg. 6, Sec. C  
Monday July 19 1999

ABSTRACT:

View that all Internet businesses must offer free , advertiser  
-supported content is under attack as consumers increasingly use Internet  
for transactions; number of people...

14/3,K/27 (Item 3 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2006 The New York Times. All rts. reserv.

07642195 NYT Sequence Number: 819190981112  
NEWS WATCH: FREE INTERNET ACCESS IS AN EXPENSIVE GAMBLE  
Richtel, Matt  
New York Times, Col. 3, Pg. 3, Sec. G  
Thursday November 12 1998

ABSTRACT:

Providers of free , advertising -supported Internet access are  
faltering; Bigger.net goes bankrupt and is acquired by Brigadoon.com;  
entrepreneurs are...

14/3,K/28 (Item 4 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2006 The New York Times. All rts. reserv.

07414671 NYT Sequence Number: 187143960303  
FOR USED CARS, NEW PITCHES  
Morrow, David J  
New York Times, Col. 1, Pg. 1, Sec. 3  
Sunday March 3 1996

ABSTRACT:

...find low-mileage gem from one of rental car giants; they can even  
take out free ads on Auto Web page on Internet ; photos; chart (M)

14/3,K/29 (Item 1 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2006 The New York Times. All rts. reserv.

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08094107 NYT Sequence Number: 000000010322  
HEAVY BREATHING, HEAVY LOSSES  
Wall Street Journal, Col. 5, Pg. 20, Sec. A  
Thursday March 22 2001

ABSTRACT:

...has toned-down racy cover lines in order to differentiate itself  
from girly magazines, while online magazine Salon will offer advertising  
- free Salon Premium subscription in effort to stem losses (M)

14/3,K/30 (Item 2 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2006 The New York Times. All rts. reserv.

08046771 NYT Sequence Number: 000000000106  
IRS TO ALLOW TAX-FREE AD SWAPS ON THE WEB  
MARTIN, FOWLER W  
Wall Street Journal, Col. 2, Pg. 2, Sec. A  
Thursday January 6 2000

ABSTRACT:

Internal Revenue Service will allow companies to swap most Internet  
-site ads tax- free (M)

14/3,K/31 (Item 3 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2006 The New York Times. All rts. reserv.

08046036 NYT Sequence Number: 000000991227  
THE NEXT WEB BATTLE: PHONE CALLS  
BLUMENSTEIN, REBECCA  
Wall Street Journal, Col. 2, Pg. 1, Sec. B  
Monday December 27 1999

ABSTRACT:

...the booming market; companies such as PhoneFree.com are enticing  
users by following the classic Internet model, providing free services  
supported by advertising ; in 1999, venture capitalists have poured at  
least \$200 million into Web-talk businesses (M)

?

PLEASE ENTER A COMMAND OR BE LOGGED OFF IN 5 MINUTES

?

09/846431

25/3,K/1 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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05920494  
Un code de deontologie pour les numeros verts  
FRANCE: TOLL-FREE NUMBERS FOR INFORMATION ONLY  
La Tribune Desfosses (TCD) 24 Jan 1994 p.18  
Language: FRENCH

The BVP (Advertising Verification Office) has drawn up a code of ethics on televised advertising which give a toll-free number. This is applicable as of 1 February 1994, the new regulations stipulate that the...

... on television must remain informative, and are in no way to be related to direct sales. The code which is based on the ministerial order of 27 March 1992, bans human operations in order to avoid...

25/3,K/2 (Item 1 from file: 144)  
DIALOG(R)File 144:Pascal  
(c) 2006 INIST/CNRS. All rts. reserv.

16542694 PASCAL Number: 04-0190577  
A probabilistic topology unaware TDMA Medium Access Control policy for ad hoc environments  
PWC 2003 : personal wireless communications : Venice, 23-25 September 2003  
OIKONOMOU Konstantinos; STAVRAKAKIS Ioannis  
CONTI Marco, ed; GIORDANO Silvia, ed; GREGORI Enrico, ed; OLARIU Stephan, ed  
INTRACOM S.A., Development Programmes Department, 19.5 Markopoulou Avenue, Paiania 190 02, Athens, Greece; University of Athens, Department of Informatics & Telecommunications, Panepistimiopolis, Ilissia 15 784, Athens, Greece  
IFIP-TC6 international conference, 8 (Venice ITA) 2003-09-23  
Journal: Lecture notes in computer science, 2003, 2775 291-305  
Language: English

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... In this work it is shown that this deterministic policy fails to utilize non-assigned slots that would result in collision-free transmissions even under heavy traffic conditions. A simple probabilistic policy is proposed, capable of utilizing...

...English Descriptors: network; Non determinism; Non deterministic system; Failures; Dependence; Access control; Channel capacity; Collision avoidance; Heavy traffic ; Density; Probabilistic approach; Deterministic approach; Scheduling; Analytical method; Metric  
?

09/846431

how files;ds

File 35:Dissertation Abs Online 1861-2006/Feb

(c) 2006 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13

(c) 2002 The Gale Group

File 65:Inside Conferences 1993-2006/Feb W4

(c) 2006 BLDSC all rts. reserv.

File 2:INSPEC 1898-2006/Feb W3

(c) 2006 Institution of Electrical Engineers

File 144:Pascal 1973-2006/Feb W1

(c) 2006 INIST/CNRS

File 474:New York Times Abs 1969-2006/Feb 27

(c) 2006 The New York Times

File 475:Wall Street Journal Abs 1973-2006/Feb 27

(c) 2006 The New York Times

File 99:Wilson Appl. Sci & Tech Abs 1983-2006/Jan

(c) 2006 The HW Wilson Co.

Set	Items	Description
S1	819950	SALE OR SALES OR SELLING OR SELL
S2	390537	AD OR ADS OR ADVERTIS? OR SLOTS
S3	409431	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	656084	SUCCESSFUL? OR SUCCESS
S5	52287	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	8551	ADVERTISER?
S7	1029932	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	177	WAIV?(2N)FEE
S9	677648	ADDITIONAL? OR EXTRA
S10	1560	S7(4N)S2
S11	1	S10(7N)S5
S12	46	S10(5N)S3
S13	32	S12 NOT PD=>20010430
S14	31	RD (unique items)
S15	1560	(S7 OR S8) (4N)S2
S16	286	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N)S5
S17	0	S16 AND S15
S18	10	S16 AND S2
S19	0	S18 AND (S7 OR S8)
S20	1	S5(7N) (S7 OR S8) (7N)S2
S21	16065	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S22	0	S10(5N)S6(5N)S4
S23	0	S10 AND S6 AND S21
S24	1860	S7(5N)S2
S25	2	S24 AND S21
?		

09/846431

28/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2006 ProQuest Info&Learning. All rts. reserv.

01746361 03-97351  
Vance mines new business model  
Blankenhorn, Dana  
Advertising Age's Business Marketing v83n12 PP: 8 Dec 1998  
ISSN: 1087-948X JRNL CODE: IMR

...ABSTRACT: linked to a Web site for updates and deeper database searches.  
The CD will ship free this month to 22,000 companies in the produce  
industry. Leonard Timm, the company's director of publishing technology,  
hopes the free CD will stimulate subscription sales for the Red Book.  
However, the CD is already a success based on advertising sales.

28/3,K/2 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2006 The Gale Group. All rts. reserv.

02515306 Supplier Number: 24910316  
FREEDOMLAND ADOPTS NEW MARKETING STRATEGY  
(Freedomland inks deal with Ukaffiliates.com)  
New TV Strategies, p 5  
July 2001  
DOCUMENT TYPE: Journal (United Kingdom)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 118

TEXT:

...affiliate sites, directing interested parties to the Freedomland UK  
homepage. With banner advertising space provided free of charge, and  
payment based on generated sales not click-through rates, the  
programme breeds a climate of success-based advertising and an  
efficient and proactive affiliate drive direct customers to the merchant  
sites.

@RT NTS200108060020

28/3,K/3 (Item 1 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

03881723 Supplier Number: 126823605 (USE FORMAT 7 FOR FULLTEXT)  
X10.com's Hugely Successful E-commerce Model Now Available to Consumer  
Electronic Manufacturers/Distributors Seeking to Expand Position in  
SmartHome Market.  
Business Wire, pNA  
Jan 4, 2005  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 458

... that use the standard X10 protocol for home automation.

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

--X10 is a pioneer with Internet advertising , developing successful marketing methods that resulted in a Top 5 rating based on web site traffic .

--The X10 marketing model has created an extensive system to promote sell and ship consumer...

...players, Boom boxes, memory sticks and digital cameras/camcorders. All orders over \$49.99 include free Fed-Ex shipping. All orders come with a 30 day money back guarantee. For more...

28/3,K/4 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2006 The Gale Group. All rts. reserv.

11742204 Supplier Number: 126823605 (USE FORMAT 7 FOR FULLTEXT)  
X10.com's Hugely Successful E-commerce Model Now Available to Consumer  
Electronic Manufacturers/Distributors Seeking to Expand Position in  
SmartHome Market.  
Business Wire, pNA  
Jan 4, 2005  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 458

... that use the standard X10 protocol for home automation.

--X10 is a pioneer with Internet advertising , developing successful marketing methods that resulted in a Top 5 rating based on web site traffic .

--The X10 marketing model has created an extensive system to promote sell and ship consumer...

...players, Boom boxes, memory sticks and digital cameras/camcorders. All orders over \$49.99 include free Fed-Ex shipping. All orders come with a 30 day money back guarantee. For more...

28/3,K/5 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2006 The Gale Group. All rts. reserv.

06047443 Supplier Number: 53604379 (USE FORMAT 7 FOR FULLTEXT)  
VANCE MINES NEW BUSINESS MODEL: COMPANY GIVES AWAY VALUABLE DATA ON CD,  
THEN SELLS UPDATES, ADS.  
BLANKENHORN, DANA  
Business Marketing, p8(1)  
Dec 1, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 657

... linked to a Web site for updates and deeper database searches. The CD will ship free this month to 22,000 companies in the produce industry.

``If they don't want our credit package, they can look at the CD free ,'' says Vance COO Michael Ross. Subscriptions to the directory, which has been printed quarterly, cost...

...credit data a subscriber wants.

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

Ad sales remain strong

Mr. Timm says he hopes the free CD will stimulate subscription sales for the Red Book, which has about 6,000 subscribers, but the CD is already a success based on advertising sales.

The printed directory is 1,000 pages with small ads, priced at \$24 a line...

28/3,K/6 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2006 The Gale Group. All rts. reserv.

0017774254 SUPPLIER NUMBER: 126823605 (USE FORMAT 7 OR 9 FOR FULL TEXT)

X10.com's Hugely Successful E-commerce Model Now Available to Consumer  
Electronic Manufacturers/Distributors Seeking to Expand Position in  
SmartHome Market.

Business Wire, NA

Jan 4, 2005

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 458 LINE COUNT: 00041

... pioneer with Internet advertising, developing successful marketing methods that resulted in a Top 5 rating based on web site traffic.

--The X10 marketing model has created an extensive system to promote sell and ship consumer...

...players, Boom boxes, memory sticks and digital cameras/camcorders. All orders over \$49.99 include free Fed-Ex shipping. All orders come with a 30 day money back guarantee. For more...

28/3,K/7 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2006 The Gale Group. All rts. reserv.

13729723 SUPPLIER NUMBER: 77097710 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
FREEDOMLAND ADOPTS NEW MARKETING STRATEGY.(Brief Article)

New TV Strategies, 3, 7, 5

July, 2001

DOCUMENT TYPE: Brief Article ISSN: 1466-3988 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 125 LINE COUNT: 00014

TEXT:

...affiliate sites, directing interested parties to the Freedomland UK homepage. With banner advertising space provided free of charge, and payment based on generated sales not click-through rates, the programme breeds a climate of success-based advertising and an efficient and proactive affiliate drive direct customers to the merchant sites.

28/3,K/8 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2006 The Gale Group. All rts. reserv.

04838994 SUPPLIER NUMBER: 09537751 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
The John Caples story.

Lehman EIC 3600 2-3496 KNX 4B68



09/846431

Granville, Loren

Direct Marketing, v53, n6, p62(4)

Oct, 1990

ISSN: 0012-3188

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 3537

LINE COUNT: 00268

... appeals to entice men into the Navy. Each test advertisement included a coupon offering a free booklet about the Navy. (Here's the winning appeal: " Free Training That Is Worth \$1,500." The second winner contained a picture of a sailor...been discovered in the last 50 years. These proven methods are not theoretical. They are based on actual sales results -- on evidence that can be measured and weighed."

In the foreword to the fourth...

?

09/846431

show files;ds

File 15:ABI/Inform(R) 1971-2006/Feb 28  
(c) 2006 ProQuest Info&Learning  
File 9:Business & Industry(R) Jul/1994-2006/Feb 27  
(c) 2006 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2006/Feb 27  
(c) 2006 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2006/Feb 27  
(c) 2006 The Gale Group  
File 636:Gale Group Newsletter DB(TM) 1987-2006/Feb 27  
(c) 2006 The Gale Group  
File 16:Gale Group PROMT(R) 1990-2006/Feb 28  
(c) 2006 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2006/Feb 27  
(c)2006 The Gale Group

Set	Items	Description
S1	12189462	SALE OR SALES OR SELLING OR SELL
S2	3920694	AD OR ADS OR ADVERTIS? OR SLOTS
S3	8723218	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	4790044	SUCCESSFUL? OR SUCCESS
S5	967839	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	331491	ADVERTISER?
S7	3499986	(FREE OR COMPLIMENTARY OR "WITHOUT" () CHARG?)
S8	6833	WAIV?(2N)FEE
S9	5664003	ADDITIONAL? OR EXTRA
S10	42710	S7(4N)S2
S11	77	S10(7N)S5
S12	3894	S10(5N)S3
S13	2823	S12 NOT PD=>20010430
S14	1578	RD (unique items)
S15	42731	(S7 OR S8) (4N)S2
S16	9524	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N)S5
S17	29	S16 AND S15
S18	2023	S16 AND S2
S19	486	S18 AND (S7 OR S8)
S20	271	S5(7N) (S7 OR S8) (7N)S2
S21	259208	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S22	27	S10(5N)S6(5N)S4
S23	248	S10 AND S6 AND S21
S24	49459	S7(5N)S2
S25	895	S24 AND S21
S26	32305	S4(4N)S2
S27	77	S26(S)S21
S28	8	S27 AND (S7 OR S8)
S29	271	S5(7N)S2(7N) (S7 OR S8)
S30	170	RD (unique items)
S31	51	S30/2001:2006
S32	119	S30 NOT S31
S33	119	S32 AND (S7 OR S8)
S34	57	S33 AND S3
S35	32	S32(10N)S3
?		

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5/3,k/all

35/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2006 ProQuest Info&Learning. All rts. reserv.

02033366 55104688  
How to climb the search engine rankings  
Coopee, Todd  
InfoWorld v22n24 PP: 61-64 Jun 12, 2000  
ISSN: 0199-6649 JRNL CODE: IFW  
WORD COUNT: 2013

TEXT: \* A high ranking in Internet search results is like free advertising for your Web site ; try these tips for topping the charts, increasing traffic , and boosting revenue

IN THE WORLD of pop music, registering a hit in the top...Internet. Appearing near the top of a search engine results list is the equivalent of free advertising for your Web site , affording you the opportunity for increased traffic and additional revenue.

#### TECHNOLOGY CASE

Improving the ranking of your Web site in any search results list is an inexact science at best. But the proper use...

35/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2006 ProQuest Info&Learning. All rts. reserv.

01519555 01-70543  
Travelogue offered to online editions  
Astor, David  
Editor & Publisher v130n41 PP: 44 Oct 11, 1997  
ISSN: 0013-094X JRNL CODE: EDP  
WORD COUNT: 330

...TEXT: in Australia may follow.

Kohlsaas, who envisions three major trips a year, plans to allow online newspaper clients to link to his site for free . This would increase traffic and help him attract advertisers.

The Duluth-based Kohlsaas (218-5256227...

35/3,K/3 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2006 The Gale Group. All rts. reserv.

02246384 Supplier Number: 25802401  
FMCANADA.COM PLAYS THE NET  
(FMcanada.com launches online radio network in seven cities, offering fifty music channels)  
Globe & Mail, p B5  
August 15, 2000

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

DOCUMENT TYPE: Regional Newspaper ISSN: 0319-0714 (Canada)  
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...allows listeners to pause and play songs and skip selections if they wish. Currently, the online radio stations are commercial-free. However, the company expects increasing Internet traffic to help generate the site's first on-air advertising revenue over the next few weeks. The Canadian sites began initial testing July 13 and...

35/3,K/4 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2006 The Gale Group. All rts. reserv.

02406086 SUPPLIER NUMBER: 62690032 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
How to climb the search engine rankings.(News Briefs)  
Coopee, Todd  
InfoWorld, 22, 24, 61  
June 12, 2000  
ISSN: 0199-6649 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2049 LINE COUNT: 00164

TEXT:

A high ranking in Internet search results is like free advertising for your Web site; try these tips for topping the charts, increasing traffic, and boosting revenue  
... Internet. Appearing near the top of a search engine results list is the equivalent of free advertising for your Web site, affording you the opportunity for increased traffic and additional revenue.  
Technology Case: Improving the ranking of your Web site in any search results list is an inexact science at best. But the proper use...

35/3,K/5 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2006 The Gale Group. All rts. reserv.

02380591 SUPPLIER NUMBER: 60010225 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Powerize: If It's Free, It's for Me, But.(Company Business and Marketing)  
Kassel, Amelia  
Searcher, 8, 3, 10  
March, 2000  
ISSN: 1070-4795 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 5329 LINE COUNT: 00426

... name brands. Again I quote from the SEC S-1 Registration Form:  
We believe that free content builds our brand, increases Web site traffic and creates opportunities for substantial advertising revenue. To capitalize on these opportunities, we have recently formed several distribution relationships with high...

35/3,K/6 (Item 3 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2006 The Gale Group. All rts. reserv.

02366747 SUPPLIER NUMBER: 59023158 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

Ally-McBeal.co.uk.  
Dinnick, Richard  
Internet Magazine, 83  
Jan, 2000

ISSN: 1355-6428      LANGUAGE: English      RECORD TYPE: Fulltext  
WORD COUNT: 814      LINE COUNT: 00067

... He could easily modify this design could easily be modified to take a standard banner ad in much the same way as the Internet Magazine site does. The site can take free ads to make the site look popular, then start charging as traffic increases. With the sort...

35/3,K/7      (Item 4 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2006 The Gale Group. All rts. reserv.

02277201      SUPPLIER NUMBER: 54068559      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Free Business Services.(Internet/Web/Online Service Information)(Abstract)  
Giebel, Tom  
PC Magazine, 35(1)  
April 6, 1999  
DOCUMENT TYPE: Abstract      ISSN: 0888-8507      LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 801      LINE COUNT: 00067

... through online polls and surveys. VantageNet and Survey Engine (<http://mail.infotrieve.com>) both offer free online questionnaires.  
Promote Your Site  
One way to increase traffic is by buying banner ads on other sites. If you participate in one of the...

35/3,K/8      (Item 1 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02659164      Supplier Number: 65495077      (USE FORMAT 7 FOR FULLTEXT)  
MillionEyes Partners with Duron Paints to Add Color to the Internet; Duron  
Paints Private-Label Internet Access Will be Free to All.  
Business Wire, p3234  
Sept 26, 2000  
Language: English      Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 489

... with our customers."  
About MillionEyes  
Rockville, Md. -based MillionEyes develops a next generation marketing and advertising concept that uses free private-label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.  
MillionEyes builds a partner's brand through a comprehensive free Internet...

35/3,K/9      (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

(c) 2006 The Gale Group. All rts. reserv.

02655469 Supplier Number: 65464733 (USE FORMAT 7 FOR FULLTEXT)  
Rhona At Night Signs Huge 78-Station U.S. Radio Syndication Deal.  
Business Wire, p0610  
Sept 25, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 455

... web sites.

"Rhona Online is excited about the deal. As Rhona grows, so does Rhona Online," said Company president and CEO Laurence Liebowitz. "Because we receive free advertising on her broadcasts and Rhona promotes our web sites during her shows, this deal..."

35/3,K/10 (Item 3 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02650313 Supplier Number: 65320053 (USE FORMAT 7 FOR FULLTEXT)  
iDial Networks, Inc. Announces Launch of iDialDirect Free Internet and 3.9 Cents Long Distance Service.  
Business Wire, p0194  
Sept 20, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 756

... Systems and Microsoft.

About MillionEyes

Rockville, Md. based MillionEyes develops a next generation marketing and advertising concept that uses free private-label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty. MillionEyes builds a partner's brand through a comprehensive free Internet...

35/3,K/11 (Item 4 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02635201 Supplier Number: 65078859 (USE FORMAT 7 FOR FULLTEXT)  
American Greetings Reports Progress with New Business Plan, Profitability Time Line for Internet Company.  
PR Newswire, p7449  
Sept 7, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 836

... is a change in strategic direction that took place in January when the americangreetings.com Web site began offering free electronic greetings. The subsequent increase in Web site traffic has resulted in explosive advertising growth opportunities, which will comprise the majority of the company's future revenue. Other revenue...

09/846431

35/3,K/12 (Item 5 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02611611 Supplier Number: 64259948 (USE FORMAT 7 FOR FULLTEXT)  
Democrats Urge Use of its Free Internet Access To Participate in 'Wired'  
Convention.  
PR Newswire, p8347  
August 16, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 550

... 877-6FREE-ISP.  
About MillionEyes  
Rockville, Md.-based MillionEyes develops a next generation marketing  
and advertising concept that uses free private label Internet service  
to assist partners to gain market share, increase Web site traffic  
and build brand loyalty.  
MillionEyes builds its' partner's brand by using free Internet  
service...

35/3,K/13 (Item 6 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02609924 Supplier Number: 64193516 (USE FORMAT 7 FOR FULLTEXT)  
Local CEO at Democratic Convention Helping to Bridge Digital Divide.  
PR Newswire, pNA  
August 15, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 191

... freeDEM.com.  
The Internet access is provided by Rockville-based MillionEyes, which  
develops marketing and advertising programs that use free private label  
Internet service to assist partners to gain market share, increase Web  
site traffic and build brand loyalty.  
Donnie Gross, chairman and CEO of MillionEyes, is at the convention  
...

35/3,K/14 (Item 7 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02609284 Supplier Number: 64194193 (USE FORMAT 7 FOR FULLTEXT)  
ADVISORY/Local CEO at Democratic Convention Helping To Bridge Digital  
Divide.  
Business Wire, p2430  
August 15, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 179

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

... freeDEM.com.

The Internet access is provided by Rockville-based MillionEyes, which develops marketing and advertising programs that use free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

Donnie Gross, chairman and CEO of MillionEyes, is at the convention

...

35/3,K/15 (Item 8 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02592719 Supplier Number: 63778262 (USE FORMAT 7 FOR FULLTEXT)  
Adatom.com Announces Marketing Partnership With MillionEyes.  
Business Wire, p2038  
August 1, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 750

... 29 product categories.

About MillionEyes

Bethesda, Md.-based MillionEyes develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

MillionEyes builds its partners' brands by using free Internet service and...

35/3,K/16 (Item 9 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02574847 Supplier Number: 63527654 (USE FORMAT 7 FOR FULLTEXT)  
More Power to Online Consumers: PowerTrust.com is 1st Online Energy Firm To Offer Free Internet Services.  
PR Newswire, pNA  
July 18, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 568

... Web.

ABOUT MILLIONEYES.COM

Bethesda, Md.-based MillionEyes.com develops a next generation marketing and advertising concept that uses free private label internet service to assist partners to gain market share, increase website traffic and build brand loyalty. MillionEyes.com builds its partners brand by using free Internet service...

35/3,K/17 (Item 10 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02573302 Supplier Number: 63520060 (USE FORMAT 7 FOR FULLTEXT)

Lehman EIC 3600 2-3496 KNX 4B68



09/846431

AzDiscounts.com Launches Arizona's Premier Web Directory for Discount  
Travel, Shopping, Services and Coupons.  
Business Wire, p0213  
July 18, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 270

... to sales and specials, AzDiscounts.com will continually attract new  
and revisiting users and cause web site hits to increase rapidly --  
perfect for current and potential advertisers .

"We fell that small- to medium-sized businesses find advertising on  
AzDiscounts.com complimentary to...

35/3,K/18 (Item 11 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02569142 Supplier Number: 63367508 (USE FORMAT 7 FOR FULLTEXT)  
MillionEyes.com Announces Partnership With Ask Jeeves; Direct link to Ask  
Jeeves at Ask.com Featured On MillionEyes.com's Blink Tool Bar.  
PR Newswire, p8091  
July 13, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 591

... for."  
About MillionEyes.com  
Bethesda, Md.-based MillionEyes.com develops a next generation  
marketing and advertising concept that uses free private label  
Internet service to assist partners to gain market share, increase Web  
site traffic and build brand loyalty.  
MillionEyes.com builds its partners' brand by using free Internet  
service...

35/3,K/19 (Item 12 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02567329 Supplier Number: 63326046 (USE FORMAT 7 FOR FULLTEXT)  
Online Auto Financier giggo.com Adds Affiliate Program to Increase Site  
Traffic and Expand Brand Reach.  
Business Wire, p2312  
July 12, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 879

... integrating performance-based marketing in its online marketing  
efforts, giggo.com, a leader in the online auto-financing category, is  
paving new roads toward increasing traffic , sales and revenue," said  
Gordon Hoffstein, chairman ad CEO at Be Free, Inc. "Be Free partners...

35/3,K/20 (Item 13 from file: 621)

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09/846431

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02567251 Supplier Number: 63320554 (USE FORMAT 7 FOR FULLTEXT)  
eLotteryFreeWay.com and MillionEyes.com Team Up to Offer Premium Internet  
Access At No Cost; Free ISP Technology Expected to Enhance Customer  
Loyalty and Retention.  
Business Wire, p2277  
July 12, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 712

... members." About MillionEyes.com  
Bethesda, Maryland-based MillionEyes.com develops a next generation  
marketing and advertising concept that uses free private label  
Internet service to assist partners to gain market share, increase Web  
site traffic and build brand loyalty.  
MillionEyes.com builds its partners brand by using free Internet  
service...

35/3,K/21 (Item 14 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02531537 Supplier Number: 62585181 (USE FORMAT 7 FOR FULLTEXT)  
MillionEyes.com Partners With Democratic National Committee In Effort to  
Bridge 'Digital Divide'.  
PR Newswire, pNA  
June 8, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 607

... providers.  
About MillionEyes.com  
Bethesda, Md.-based MillionEyes.com develops a next generation  
marketing and advertising concept that uses free private label  
internet service to assist partners to gain market share, increase  
website traffic and build brand loyalty.  
MillionEyes.com builds its partners' brand by using free Internet  
service...

35/3,K/22 (Item 15 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02425045 Supplier Number: 60000323 (USE FORMAT 7 FOR FULLTEXT)  
Value America Reports Year End Results and Favorable Progress in  
Restructuring.  
Business Wire, p0487  
March 8, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1855

09/846431

... a 30% reduction of occupancy costs.

- Online Marketing Improved. Value America recently launched an improved web - site and began to offer its online customers free shipping, which is expected to generate increases in online traffic . Advertising efficiencies have been improved. So far this year, advertising expenses represent 14% of the cost of generating sales revenue, compared with a ratio of...

35/3,K/23 (Item 16 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

02163388 Supplier Number: 55653930 (USE FORMAT 7 FOR FULLTEXT)  
Top-10 Announces SiteList and Free Web Tools.  
PR Newswire, p1240  
Sept 3, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 359

... begin accumulating a voluntary sign-in mailing list of visitors to their site, increasing repeat traffic and productivity. SiteList is provided free of charge to the web site owners, and is supported by banner advertising displayed in the Pop-Up box.  
For more information on the Top-10 SiteList Program...

35/3,K/24 (Item 17 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

01774827 Supplier Number: 53407136 (USE FORMAT 7 FOR FULLTEXT)  
LinkExchange Unveils Revenue Avenue - Largest Hub on the Web For Revenue-Generating Affiliate Programs for Web Site Owners.  
PR Newswire, p0578  
Dec 16, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 730

... revenues. In addition to Revenue Avenue, other popular LinkExchange services include the following:

- \* Banner Network. Web site owners build exposure with free online advertising by showing banner ads on their site in exchange for placing ads on other network sites.
- \* Express Store. Small businesses and Web site owners increase traffic through online ad campaigns that fit their budgets (\$50 to \$1,000) while gaining exposure on leading sites...

35/3,K/25 (Item 18 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

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09/846431

(c) 2006 The Gale Group.. All rts. reserv.

01774286 Supplier Number: 53403855 (USE FORMAT 7 FOR FULLTEXT)  
Freepages Group plc Announces Internet Partnership With Dixons' Freeserve.  
PR Newswire, p9808  
Dec 15, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 403

... is a valuable commodity that we want to build into a branded household product. The complimentary internet vision of Scoot and Freeserve will allow us to target new users bringing increased traffic...

35/3,K/26 (Item 19 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

01713471 Supplier Number: 53022223 (USE FORMAT 7 FOR FULLTEXT)  
Network Solutions Announces Affiliate Program.  
Business Wire, p1206  
Sept 23, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 586

... generated and other statistics. Bounties will be paid on a quarterly basis.

"Today's leading online merchandisers have seen that affiliate networks result in increased sales at a fraction of the cost of Internet advertising," said Tom Gerace, Be Free 's executive vice president, business development. "Network Solutions will join our other successful customers, such...

35/3,K/27 (Item 20 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2006 The Gale Group. All rts. reserv.

01337690 Supplier Number: 46077881 (USE FORMAT 7 FOR FULLTEXT)  
FREELOADER, INC. ANNOUNCES THE FIRST SERVICE TO DELIVER THE INTERNET OFFLINE  
PR Newswire, p0119NYF004  
Jan 19, 1996  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 825

... s hard disk during off-peak hours," he added.

FreeLoader software will be licensed to Web site partners for free redistribution to their users, allowing them to turn occasional visitors into "subscribers," greatly increasing their...

35/3,K/28 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2006 The Gale Group. All rts. reserv.

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09/846431

04811118      Supplier Number: 66197735    (USE FORMAT 7 FOR FULLTEXT)  
IDIAL NETWORKS LAUNCHES IDIALDIRECT FREE INTERNET.  
Networks Update, v12, n11, pNA  
Nov, 2000  
Language:    English      Record Type:    Fulltext  
Document Type: Newsletter; Trade  
Word Count:    652

...      Systems and Microsoft.  
          About MillionEyes  
          Rockville, Md. based MillionEyes develops a next generation  
marketing and advertising concept that uses free private-label  
Internet service to assist partners to gain market share, increase Web  
site traffic and build brand loyalty. MillionEyes builds a partner's  
brand through a comprehensive free Internet program and proprietary  
BLINK tool bar, which assures that their end users have instant access...

09/846431

? show files;ds

File 610:Business Wire 1999-2006/Feb 28

(c) 2006 Business Wire.

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 476:Financial Times Fulltext 1982-2006/Mar 01

(c) 2006 Financial Times Ltd

File 624:McGraw-Hill Publications 1985-2006/Feb 28

(c) 2006 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2006/Feb 26

(c) 2006 San Jose Mercury News

File 20:Dialog Global Reporter 1997-2006/Feb 28

(c) 2006 Dialog

Set	Items	Description
S1	8099593	SALE OR SALES OR SELLING OR SELL
S2	1755976	AD OR ADS OR ADVERTIS? OR SLOTS
S3	6419957	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	4369630	SUCCESSFUL? OR SUCCESS
S5	584183	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	159923	ADVERTISER?
S7	3666472	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	5867	WAIV?(2N)FEE
S9	4377245	ADDITIONAL? OR EXTRA
S10	21072	S7(4N)S2
S11	32	S10(7N)S5
S12	2345	S10(5N)S3
S13	1413	S12 NOT PD=>20010430
S14	1110	RD (unique items)
S15	21079	(S7 OR S8) (4N)S2
S16	5271	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N)S5
S17	9	S16 AND S15
S18	861	S16 AND S2
S19	214	S18 AND (S7 OR S8)
S20	140	S5(7N) (S7 OR S8) (7N)S2
S21	131213	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S22	14	S10(5N)S6(5N)S4
S23	54	S10 AND S6 AND S21
S24	23991	S7(5N)S2
S25	211	S24 AND S21
S26	14854	S4(4N)S2
S27	47	S26(S)S21
S28	13	S27 AND (S7 OR S8)
S29	140	S5(7N)S2(7N) (S7 OR S8)
S30	109	RD (unique items)
S31	35	S30/2001:2006
S32	74	S30 NOT S31
S33	74	S32 AND (S7 OR S8)
S34	68	S33 AND S3
S35	39	S32(10N)S3

?

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09/846431

35/3,k/all

35/3,K/1 (Item 1 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00385513 20001016290B2304 (USE FORMAT 7 FOR FULLTEXT)  
The Humor Network to Provide Humor for Millions of Eyes Daily; Comedy Site  
Also Partners With BMG Music To Give Away Advance Copies Of Christina  
Aguilera CD  
Business Wire  
Monday, October 16, 2000 09:00 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 556

...years.

About MillionEyes.com

Bethesda, Md.-based MillionEyes.com develops a next generation marketing  
and  
advertising concept that uses free private label Internet service to  
assist  
partners to gain market share, increase Web site traffic and build  
brand  
loyalty.  
MillionEyes.com builds its partners' brand by using free Internet service  
...

35/3,K/2 (Item 2 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00381587 20001010284B8198 (USE FORMAT 7 FOR FULLTEXT)  
Adtegrity.com, Inc. Partners With MillionEyes To Offer Free Internet  
Access; New Service Will be Promoted by More Than 70 Affiliate Sites  
Business Wire  
Tuesday, October 10, 2000 09:35 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 588

...Adtegrity.com network.

About MillionEyes

Rockville, Md.-based MillionEyes develops a next generation marketing and  
advertising concept that uses a free privately labeled Internet  
program to  
assist partners to gain market share, increase Web site traffic and  
build  
brand loyalty. The comprehensive free Internet service and the  
proprietary  
BLINK(TM) toolbar assures that end users have instant access to...

09/846431

35/3,K/3 (Item 3 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00372114 20000926270B8480 (USE FORMAT 7 FOR FULLTEXT)  
MillionEyes Partners with Duron Paints to Add Color to the Internet; Duron  
Paints Private-Label Internet Access Will be Free to All  
Business Wire  
Tuesday, September 26, 2000 18:11 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 508

...with our customers."

#### About MillionEyes

Rockville, Md. -based MillionEyes develops a next generation marketing and  
advertising concept that uses free private-label Internet service to  
assist  
partners to gain market share, increase Web site traffic and build  
brand  
loyalty.

MillionEyes builds a partner's brand through a comprehensive free Internet  
...

35/3,K/4 (Item 4 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00370700 20000925269B7044 (USE FORMAT 7 FOR FULLTEXT)  
Rhona At Night Signs Huge 78-Station U.S. Radio Syndication Deal  
Business Wire  
Monday, September 25, 2000 16:05 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 457

...web sites.

"Rhona Online is excited about the deal. As Rhona grows, so does Rhona  
Online," said Company president and CEO Laurence Liebowitz. "Because we  
receive free advertising on her broadcasts and Rhona promotes our web  
sites  
during her shows, this deal...

35/3,K/5 (Item 5 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00367086 20000920264B3346 (USE FORMAT 7 FOR FULLTEXT)  
iDial Networks, Inc. Announces Launch of iDialDirect Free Internet and 3.9  
Cents Long Distance Service  
Business Wire  
Wednesday, September 20, 2000 09:17 EDT

Lehman EIC 3600 2-3496 KNX 4B68



09/846431

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 773

...Systems and Microsoft.

#### About MillionEyes

Rockville, Md. based MillionEyes develops a next generation marketing and advertising concept that uses free private-label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty. MillionEyes builds a partner's brand through a comprehensive free Internet...

35/3,K/6 (Item 6 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00336051 20000803216B0997 (USE FORMAT 7 FOR FULLTEXT)  
Newspapers Say Yes to Flywheel Media's Free Vertical Content; Flywheel Equips More than 750 Newspapers with High-interest Content  
Business Wire  
Thursday, August 3, 2000 11:10 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 583

#### TEXT:

...more than 450  
existing Flywheel customers.  
Newspapers signing up with Flywheel were attracted to the free online vertical  
plug-ins to increase their monthly page views and therefore attract more  
national and regional advertising . Newspapers co-brand Flywheel Media's  
online  
content products and provide it on their Websites.

Flywheel Media's free online content products...

35/3,K/7 (Item 7 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00333365 20000801214B8257 (USE FORMAT 7 FOR FULLTEXT)  
Adatom.com Announces Marketing Partnership With MillionEyes  
Business Wire  
Tuesday, August 1, 2000 07:01 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 794

...29 product categories.

09/846431

#### About MillionEyes

Bethesda, Md.-based MillionEyes develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

MillionEyes builds its partners' brands by using free Internet service and ...

35/3,K/8 (Item 8 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00322752 20000718200B4547 (USE FORMAT 7 FOR FULLTEXT)  
AzDiscounts.com Launches Arizona's Premier Web Directory for Discount Travel, Shopping, Services and Coupons  
Business Wire  
Tuesday, July 18, 2000 09:18 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 272

...to sales and specials, AzDiscounts.com will continually attract new and revisiting users and cause web site hits to increase rapidly --  
perfect for current and potential advertisers .

"We fell that small- to medium-sized businesses find advertising on AzDiscounts.com complimentary to...

35/3,K/9 (Item 9 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00318739 20000712194B0398 (USE FORMAT 7 FOR FULLTEXT)  
Online Auto Financier giggo.com Adds Affiliate Program to Increase Site Traffic and Expand Brand Reach  
Business Wire  
Wednesday, July 12, 2000 10:15 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 849

...integrating performance-based marketing in its online marketing efforts, giggo.com, a leader in the online auto-financing category, is paving new roads toward increasing traffic , sales and revenue," said Gordon Hoffstein, chairman ad CEO at Be Free, Inc. "Be Free partners...

35/3,K/10 (Item 10 from file: 610)  
DIALOG(R)File 610:Business Wire

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09/846431

...a

30% reduction of occupancy costs.

- Online Marketing Improved. Value America recently launched an improved web - site and began to offer its online customers free shipping, which is expected to generate increases in online traffic . Advertising efficiencies have been improved. So far this year, advertising expenses represent 14% of the cost of generating sales revenue, compared with a ratio of...

35/3,K/13 (Item 13 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2006 Business Wire. All rts. reserv.

00125000 19991021294B1655 (USE FORMAT 7 FOR FULLTEXT)  
iEntertainment Network Announces Decision to Drop BZA Acquisition  
Business Wire  
Thursday, October 21, 1999 17:10 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 530

...eXtreme title at both GameHub and the iEntertainment Network. Both products will be available for FREE and will generate new Internet advertising revenues.

"In addition to the tremendous growth and increased traffic experienced at GameHub and the iEntertainment Network, we are in the midst of advanced negotiations...

35/3,K/14 (Item 1 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0911684 BW1325

BE FREE: Be Free's Agreement With Network Solutions Further Cements Their Leadership in Affiliate Network Technology

September 23, 1998

Byline: Business Editors

...Affiliate networks result in dramatically increased sales at a fraction of the cost of CPM advertising , for today's leading online merchandisers," said Tom Gerace, Be Free 's executive vice president, business development. "Network Solutions will join our other successful customers who...

35/3,K/15 (Item 2 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0911508 BW1206

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

NETWORK SOLUTIONS: Network Solutions Announces Affiliate Program

September 23, 1998

Byline: Business Editors

...generated and other statistics. Bounties will be paid on a quarterly basis.

"Today's leading online merchandisers have seen that affiliate networks result in increased sales at a fraction of the cost of Internet advertising," said Tom Gerace, Be Free's executive vice president, business development. "Network Solutions will join our other successful customers, such...

35/3,K/16 (Item 1 from file: 476)  
DIALOG(R)File 476:Financial Times Fulltext  
(c) 2006 Financial Times Ltd. All rts. reserv.

0010512129 A2000022327C-93-FT  
COMPANIES & FINANCE: THE AMERICAS: Todito combines hostesses and home pages: Mexico's newest portal seeks to mix job ads with classifieds as well as more esoteric products, says Andrea Mandel-Campbell:  
ANDREA MANDEL-CAMPBELL  
Financial Times, London Ed1 ED, P 34  
Wednesday, February 23, 2000  
DOCUMENT TYPE: NEWSPAPER; Stories LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT SECTION HEADING: COMPANIES & FINANCE: THE AMERICAS  
Word Count: 696

...distributor owned by Guillermo Salinas, the portal has five years' exclusive rights to content and free advertising.

By hosting Azteca's web page on Todito.com, the portal should increase page views from 750,000 per day to almost 1m, says Mr Parsa.

Elektra, the family's...

35/3,K/17 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

13225329 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
(BW) Adtegrity.com, Inc. Partners With MillionEyes To Offer Free Internet Access; New Service Will be Promoted by More Than 70 Affiliate Sites  
BUSINESS WIRE  
October 10, 2000  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 582

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Adtegrity.com network.  
About MillionEyes  
Rockville, Md.-based MillionEyes develops a next generation marketing and advertising concept that uses a free privately labeled Internet

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09/846431

program to assist partners to gain market share, increase Web site traffic and build brand loyalty. The comprehensive free Internet service and the proprietary BLINK(TM) toolbar assures that end users have instant access to...

35/3,K/18 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12732375 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
American Greetings Reports Progress with New Business Plan, Profitability  
Time Line for Internet Company  
PR NEWSWIRE  
September 07, 2000  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 841

... is a change in strategic direction that took place in January when the americangreetings.com Web site began offering free electronic greetings. The subsequent increase in Web site traffic has resulted in explosive advertising growth opportunities, which will comprise the majority of the company's future revenue. Other revenue...

35/3,K/19 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12425963 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Democrats Urge Use of its Free Internet Access To Participate in 'Wired'  
Convention  
PR NEWSWIRE  
August 16, 2000  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 546

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... 877-6FREE-ISP.  
About MillionEyes  
Rockville, Md.-based MillionEyes develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.  
MillionEyes builds its' partner's brand by using free Internet service  
...

35/3,K/20 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12406896 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Local CEO at Democratic Convention Helping to Bridge Digital Divide  
PR NEWSWIRE  
August 15, 2000  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

WORD COUNT: 191

(USE FORMAT 7 OR 9 FOR FULLTEXT)

The Internet access is provided by Rockville-based MillionEyes, which develops marketing and advertising programs that use free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

Donnie Gross, chairman and CEO of MillionEyes, is at the convention...

35/3,K/21 (Item 5 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12406888 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
ADVISORY/Local CEO at Democratic Convention Helping To Bridge Digital Divide  
BUSINESS WIRE  
August 15, 2000  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 194

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... freeDEM.com.

The Internet access is provided by Rockville-based MillionEyes, which develops marketing and advertising programs that use free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

Donnie Gross, chairman and CEO of MillionEyes, is at the convention...

35/3,K/22 (Item 6 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12192146 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
MillionEyes and Planet Loot Reward Surfers With Free Internet Service and Chance to Win Daily \$1,000 Prize  
PR NEWSWIRE  
August 01, 2000  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 450

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... s Internet service."

About MillionEyes

Rockville, Md.-based MillionEyes develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

MillionEyes builds its' partner's brand by using free Internet service

...

35/3,K/23 (Item 7 from file: 20)

Lehman EIC 3600 2-3496 KNX 4B68

09/846431

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12050426

E-TAILERS ON TODITO.COM GET FREE AD TIME ON TV AZTECA

DAILY WORLD WIRE

July 22, 2000

JOURNAL CODE: WCWW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 131

... most sales, or the largest increase in sales with free advertising  
on TV Azteca's free -to-air channels as well as online ads .

35/3,K/24 (Item 8 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

12044507 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Todito Launches 2nd Generation Ecom Channels - Mexico

BUSINESS NEWS AMERICAS

July 21, 2000

JOURNAL CODE: WBNA LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 322

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... sales, the greatest increase in sales and the most sales within its  
category. Prizes include free advertising both online and on  
television. (Todito.com's other major shareholder is TV Azteca). "Sales are  
growing...

35/3,K/25 (Item 9 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

11991077 (USE FORMAT 7 OR 9 FOR FULLTEXT)

More Power to Online Consumers: PowerTrust.com is 1st Online Energy Firm To  
Offer Free Internet Services

PR NEWSWIRE

July 18, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 615

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Web.

ABOUT MILLIONEYES.COM

Bethesda, Md.-based MillionEyes.com develops a next generation  
marketing and advertising concept that uses free private label  
internet service to assist partners to gain market share, increase  
website traffic and build brand loyalty. MillionEyes.com builds its  
partners brand by using free Internet service...

35/3,K/26 (Item 10 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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09/846431

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11925484 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MillionEyes.com Announces Partnership With Ask Jeeves; Direct link to Ask Jeeves at Ask.com Featured On MillionEyes.com's Blink Tool Bar

PR NEWSWIRE

July 13, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 596

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... for."

About MillionEyes.com

Bethesda, Md.-based MillionEyes.com develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

MillionEyes.com builds its partners' brand by using free Internet service...

35/3,K/27 (Item 11 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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11909151 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MillionEyes.com and eLotteryFreeWay.com Team Up to Offer Internet Access and E-mail to All Users at No Cost

PR NEWSWIRE

July 12, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 652

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Marketing.

About MillionEyes.com

Bethesda, Md.-based MillionEyes.com develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.

MillionEyes.com builds its partners brand by using free Internet service...

35/3,K/28 (Item 12 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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11872738 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MillionEyes.com and FEDWorkplace.com Unite to Offer Internet Access and e-Mail to All Users at No Cost

PR NEWSWIRE

July 10, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 490

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

... com.  
About MillionEyes.com  
Bethesda, Md.-based MillionEyes.com develops a next generation marketing and advertising concept that uses free private label Internet service to assist partners to gain market share, increase Web site traffic and build brand loyalty.  
MillionEyes.com builds its' partners brand by using free Internet service...

35/3,K/29 (Item 13 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

11414226 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
MillionEyes.com Partners With Democratic National Committee In Effort to Bridge 'Digital Divide'  
PR NEWSWIRE  
June 08, 2000  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 616

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... providers.  
About MillionEyes.com  
Bethesda, Md.-based MillionEyes.com develops a next generation marketing and advertising concept that uses free private label internet service to assist partners to gain market share, increase website traffic and build brand loyalty.  
MillionEyes.com builds its partners' brand by using free Internet service...

35/3,K/30 (Item 14 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

10633521 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
WH Smith to consider 'opportunities' for news distribution business  
AFX EUROPE  
April 18, 2000  
JOURNAL CODE: WAXE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 950

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... pointed to the deal with Carlton, through which Carlton is providing 15 mln stg of free advertising .  
In the first half WH Smith increased Online sales by 60 pct to 4 mln. Handover estimates WH Smith's share of the UK...

35/3,K/31 (Item 15 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

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09875125

Terra wages a commercial battle to provide free internet access in Chile  
(Terra lleva la batalla comercial del acceso gratis a Internet a Chile)

EXPANSION

March 03, 2000

JOURNAL CODE: FEXP LANGUAGE: Spanish RECORD TYPE: ABSTRACT

WORD COUNT: 127

... was launched in Spain last summer, is also available in Brazil, Argentina and Mexico. The free service enables operators to increase the traffic through their internet portals, thus boosting advertising revenue and e-commerce commission. Terra will also maintain its Terra Premium internet access service...

35/3,K/32 (Item 16 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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08883690 (USE FORMAT 7 OR 9 FOR FULLTEXT)

KUWAIT: Electronic greeting cards take centre stage

KUWAIT TIMES

December 27, 1999

JOURNAL CODE: FKUW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 295

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... send electronic greeting cards via the Internet free of charge.  
Many American companies have designed web pages for free greeting cards and for all international occasions aimed at attracting the largest number of visitors to increase the amount of advertisements displayed on its web page.  
One of the greeting card sites which includes 4,400 electronic cards, received more than...

35/3,K/33 (Item 17 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2006 Dialog. All rts. reserv.

08336418 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Smaller Companies: Aim new issues - Pre-millennium rush

INVESTORS CHRONICLE, p80

November 19, 1999

JOURNAL CODE: FIC LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 554

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... sale of advertising space for The Fly is the basis of the group's current sales. It hopes to increase advertising sales on its website. In the long term, royalties from its performance archive and charges for access to it...

35/3,K/34 (Item 18 from file: 20)

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DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

07028822 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Top-10 Announces SiteList and Free Web Tools  
PR NEWSWIRE  
September 03, 1999  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 373

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... begin accumulating a voluntary sign-in mailing list of visitors to their site, increasing repeat traffic and productivity. SiteList is provided free of charge to the web site owners, and is supported by banner advertising displayed in the Pop-Up box.  
For more information on the Top-10 SiteList Program...

35/3,K/35 (Item 19 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

05095296 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
First free calls service screams on to Internet  
SECTION TITLE: Investor  
Compiler: Stephen Day  
EXPRESS ON SUNDAY  
April 25, 1999  
JOURNAL CODE: FSE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 390

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to 8am weekdays and all weekend. At other times users will be charged to go online. The company aims to subsidise the free call time by increasing sales of Tempo goods and selling advertising to third parties.  
The theory is that Net...

35/3,K/36 (Item 20 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

03796978 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
MICROSOFT: LinkExchange unveils Revenue Avenue  
M2 PRESSWIRE  
December 17, 1998  
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 736

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... revenues. In addition to Revenue Avenue, other popular LinkExchange services include the following:  
\* Banner Network. Web site owners build exposure with free online advertising by showing banner ads on their site in exchange for

09/846431

placing ads on other network sites.

\* Express Store. Small businesses and Web site owners increase traffic through online ad campaigns that fit their budgets (\$50 to \$1,000) while gaining exposure on leading sites...

35/3,K/37 (Item 21 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

03767522 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
LinkExchange Unveils Revenue Avenue - Largest Hub on the Web For  
Revenue-Generating Affiliate Programs for Web Site Owners  
PR NEWSWIRE  
December 16, 1998  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 768

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... revenues. In addition to Revenue Avenue, other popular LinkExchange services include the following:

\* Banner Network. Web site owners build exposure with free online advertising by showing banner ads on their site in exchange for placing ads on other network sites.

\* Express Store. Small businesses and Web site owners increase traffic through online ad campaigns that fit their budgets (\$50 to \$1,000) while gaining exposure on leading sites...

35/3,K/38 (Item 22 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

03758768 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Freepages Group plc Announces Internet Partnership With Dixons' Freeserve  
PR NEWSWIRE  
December 15, 1998  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 427

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... is a valuable commodity that we want to build into a branded household product. The complimentary internet vision of Scoot and Freeserve will allow us to target new users bringing increased traffic...

35/3,K/39 (Item 23 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2006 Dialog. All rts. reserv.

03524630 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Compaq Resurrects MilliCent Online Payments Model  
NEWSBYTES  
November 12, 1998  
JOURNAL CODE: FNEW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 424

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

... initially it was conceived as a solution for small content providers that could not attract advertising on the Internet .

" Advertisers will benefit from increased hits from users happy to view ads in return for electronic cash," said Compaq, in a...

... free electronic cash are offered to encourage users to visit an advertiser's sites. The advertiser 's profile is improved through increased user traffic ."

Internet users happy to view advertising will be rewarded with electronic cash they can use with MilliCent vendors elsewhere online. Those

...  
?

09/846431

show files;ds

File 635:Business Dateline(R) 1985-2006/Feb 28  
(c) 2006 ProQuest Info&Learning  
File 570:Gale Group MARS(R) 1984-2006/Feb 27  
(c) 2006 The Gale Group  
File 387:The Denver Post 1994-2006/Feb 27  
(c) 2006 Denver Post  
File 471:New York Times Fulltext 1980-2006/Feb 28  
(c) 2006 The New York Times  
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers  
File 494:St LouisPost-Dispatch 1988-2006/Feb 26  
(c) 2006 St Louis Post-Dispatch  
File 631:Boston Globe 1980-2006/Feb 27  
(c) 2006 Boston Globe  
File 633:Phil.Inquirer 1983-2006/Feb 26  
(c) 2006 Philadelphia Newspapers Inc  
File 638:Newsday/New York Newsday 1987-2006/Feb 26  
(c) 2006 Newsday Inc.  
File 640:San Francisco Chronicle 1988-2006/Feb 28  
(c) 2006 Chronicle Publ. Co.  
File 641:Rocky Mountain News Jun 1989-2006/Feb 28  
(c) 2006 Scripps Howard News  
File 702:Miami Herald 1983-2006/Feb 26  
(c) 2006 The Miami Herald Publishing Co.  
File 703:USA Today 1989-2006/Feb 27  
(c) 2006 USA Today  
File 704:(Portland)The Oregonian 1989-2006/Feb 26  
(c) 2006 The Oregonian  
File 713:Atlanta J/Const. 1989-2006/Feb 26  
(c) 2006 Atlanta Newspapers  
File 714:(Baltimore) The Sun 1990-2006/Feb 28  
(c) 2006 Baltimore Sun  
File 715:Christian Sci.Mon. 1989-2006/Feb 28  
(c) 2006 Christian Science Monitor  
File 725:(Cleveland)Plain Dealer Aug 1991-2006/Feb 27  
(c) 2006 The Plain Dealer  
File 735:St. Petersburg Times 1989- 2006/Feb 26  
(c) 2006 St. Petersburg Times  
File 476:Financial Times Fulltext 1982-2006/Mar 01  
(c) 2006 Financial Times Ltd  
File 477:Irish Times 1999-2006/Feb 28  
(c) 2006 Irish Times  
File 710:Times/Sun.Times(London) Jun 1988-2006/Feb 28  
(c) 2006 Times Newspapers  
File 711:Independent(London) Sep 1988-2006/Feb 28  
(c) 2006 Newspaper Publ. PLC  
File 756:Daily/Sunday Telegraph 2000-2006/Feb 28  
(c) 2006 Telegraph Group  
File 757:Mirror Publications/Independent Newspapers 2000-2006/Feb 28  
(c) 2006

Set	Items	Description
S1	5065584	SALE OR SALES OR SELLING OR SELL
S2	2085270	AD OR ADS OR ADVERTIS? OR SLOTS
S3	1456598	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	2949180	SUCCESSFUL? OR SUCCESS

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S5 261146 (INCREAS? )(3N)(TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA-  
LES)  
S6 152238 ADVERTISER?  
S7 3231938 (FREE OR COMPLIMENTARY OR "WITHOUT"())CHARG?)  
S8 5337 WAIV?(2N)FEE  
S9 2575278 ADDITIONAL? OR EXTRA  
S10 23327 S7(4N)S2  
S11 12 S10(7N)S5  
S12 873 S10(5N)S3  
S13 508 S12 NOT PD=>20010430  
S14 501 RD (unique items)  
S15 23341 (S7 OR S8)(4N)S2  
S16 2160 (BASED OR BASING OR DETERMIN? OR CALCULAT?)(4N)S5  
S17 11 S16 AND S15  
S18 414 S16 AND S2  
S19 82 S18 AND (S7 OR S8)  
S20 59 S5(7N)(S7 OR S8)(7N)S2  
S21 68386 (BASED OR BASING OR DETERMIN? OR CALCULAT?)(4N)(TRAFFIC? OR  
HITS OR VISITORS OR VIEWS OR SALES)  
S22 15 S10(5N)S6(5N)S4  
S23 71 S10 AND S6 AND S21  
S24 26812 S7(5N)S2  
S25 224 S24 AND S21  
S26 12924 S4(4N)S2  
S27 21 S26(S)S21  
S28 3 S27 AND (S7 OR S8)  
S29 59 S5(7N)S2(7N)(S7 OR S8)  
S30 59 RD (unique items)  
S31 16 S30/2001:2006  
S32 43 S30 NOT S31  
S33 43 S32 AND (S7 OR S8)  
S34 15 S33 AND S3  
S35 8 S32(10N)S3  
S36 7 S34 NOT S35  
?

09/846431

35/3,k/all

35/3,K/1 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2006 ProQuest Info&Learning. All rts. reserv.

1110847 00-86646  
iEntertainment Network Announces Decision to Drop BZA Acquisition  
Anonymous  
Business Wire (San Francisco, CA, US) p1  
PUBL DATE: 991021  
WORD COUNT: 493  
DATELINE: Research Triangle Park, NC, US, South Atlantic

TEXT:

...eXtreme title at both GameHub and the iEntertainment Network. Both products will be available for FREE and will generate new Internet advertising revenues.

"In addition to the tremendous growth and increased traffic experienced at GameHub and the iEntertainment Network, we are in the midst of advanced negotiations...

35/3,K/2 (Item 2 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2006 ProQuest Info&Learning. All rts. reserv.

0918632 98-80144  
Losing money, and loving it  
Gilyard, Burl  
Corporate Report Minnesota (Minneapolis, MN, US), V29 N4 p18  
PUBL DATE: 980400  
WORD COUNT: 1,775  
DATELINE: Minneapolis, MN, US, Midwest

TEXT:

...He expects sites to remain largely free to users, and suggests that increased traffic and ad revenue will ultimately help sites achieve profitability.

Everyone in the online arena professes to be doing great--remember, this is not the same as making money...

35/3,K/3 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2006 The Gale Group. All rts. reserv.

01861889 Supplier Number: 60010225 (USE FORMAT 7 FOR FULLTEXT)  
Powerize: If It's Free, It's for Me, But.(Company Business and Marketing)  
Kassel, Amelia  
Searcher, v8, n3, p10  
March, 2000  
ISSN: 1070-4795  
Language: English Record Type: Fulltext

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09/846431

Document Type: Magazine/Journal; Professional  
Word Count: 5029

... name brands. Again I quote from the SEC S-1 Registration Form:  
We believe that free content builds our brand, increases Web  
site traffic and creates opportunities for substantial advertising  
revenue. To capitalize on these opportunities, we have recently formed  
several distribution relationships with high...

35/3,K/4 (Item 2 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2006 The Gale Group. All rts. reserv.

01831073 Supplier Number: 58390560 (USE FORMAT 7 FOR FULLTEXT)  
AFFILIATE NETWORKS: THE NEW BACKBONE OF WEB MARKETING. (Industry Trend or  
Event)  
Electronic Commerce News, v4, n37, pNA  
Sept 13, 1999  
ISSN: 1086-2870  
Language: English Record Type: Fulltext  
Document Type: Newsletter; General  
Word Count: 708

... is beginning to catch on, and several experts predict the trend  
will continue as more online merchants search for ways to increase  
traffic and sales.  
"Affiliate marketing provides a merchant free advertising, increased  
customer acquisition and an opportunity to generate...

35/3,K/5 (Item 3 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2006 The Gale Group. All rts. reserv.

01692400 Supplier Number: 53022223 (USE FORMAT 7 FOR FULLTEXT)  
Network Solutions Announces Affiliate Program.  
Business Wire, p1206  
Sept 23, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 586

... generated and other statistics. Bounties will be paid on a  
quarterly basis.  
"Today's leading online merchandisers have seen that affiliate  
networks result in increased sales at a fraction of the cost of  
Internet advertising," said Tom Gerace, Be Free's executive vice  
president, business development. "Network Solutions will join our other  
successful customers, such...

35/3,K/6 (Item 1 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
(c) 2006 The Oregonian. All rts. reserv.

10044196  
WORLD JAPAN'S CENTRAL BANK REDUCES INTEREST RATE TO RECORD LOW

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Oregonian (PO) - Saturday, February 13, 1999  
By: From wire reports  
Edition: SUNRISE Section: BUSINESS Page: B02  
Word Count: 446

... popular as the magazine expected and are at about 30,000. Most material on the Internet is free , and Web sites make money by selling advertising or from electronic commerce.

Inventories remain steady as sales post big increase

WASHINGTON -- Inventories at...

35/3,K/7 (Item 1 from file: 715)  
DIALOG(R)File 715:Christian Sci.Mon.  
(c) 2006 Christian Science Monitor. All rts. reserv.

09378316  
SPRING CLEARANCE  
Christian Science Monitor (CH) - Monday, May 22, 2000  
By: Eric C. Evarts, Staff writer of The Christian Science Monitor  
Edition: ALL Section: FEATURES, WORK & MONEY Page: 11  
Word Count: 840

TEXT:  
... always keep your promises, and pack items well when you're shipping them, says Surtees. Advertising online generally costs little (\$2 on eBay, for example). Sites charge extra for more-prominent listings...

35/3,K/8 (Item 1 from file: 476)  
DIALOG(R)File 476:Financial Times Fulltext  
(c) 2006 Financial Times Ltd. All rts. reserv.

0010512129 A2000022327C-93-FT  
COMPANIES & FINANCE: THE AMERICAS: Todito combines hostesses and home pages: Mexico's newest portal seeks to mix job ads with classifieds as well as more esoteric products, says Andrea Mandel-Campbell:  
ANDREA MANDEL-CAMPBELL  
Financial Times, London Ed1 ED, P 34  
Wednesday, February 23, 2000  
DOCUMENT TYPE: NEWSPAPER; Stories LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT SECTION HEADING: COMPANIES & FINANCE: THE AMERICAS  
Word Count: 696

...distributor owned by Guillermo Salinas, the portal has five years' exclusive rights to content and free advertising .

By hosting Azteca's web page on Todito.com, the portal should increase page views from 750,000 per day to almost 1m, says Mr Parsa.

Elektra, the family's...  
?

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t 36/3,k/all

36/3,K/1 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2006 ProQuest Info&Learning. All rts. reserv.

2090320 57718444  
What's for Free launches site, faces legal fight  
Teichgraeber, Tara  
Business Courier v17n16 p38  
Aug 4, 2000  
WORD COUNT: 604  
DATELINE: Cincinnati Ohio

What's for Free launches site, faces legal fight

TEXT:

A young Scottsdale, Ariz., Internet company, What's For Free Technologies Inc., recently launched its Web site, but what visitors to the site see on screen is just the tip of the...

The Web site, www.whats4free.com, is a portal to more than 20,000 free online promotional offers from businesses nationwide.

By placing links to product giveaways at What's For Free's site, companies can increase traffic to their pages and share in co-branded national advertising campaigns with What's For Free.

The company also will help create top rankings on search engines for those listed in its menu of freebies.

That phase of What's For Free's business plan will begin in a few weeks, said Avery Martinez, chief technology officer and vice president.

Martinez comes to What's For Free from another Scottsdale business, Internet Crossing and subsidiary Traffic Results, which helps businesses earn top search-engine rankings for a fee.

Martinez and Internet Crossing's chief executive, Jeffrey Herzog, are in the midst of a legal dispute over...

...other proper of Traffic Results. The dispute is being argued in Maricopa County Superior Court.

Internet Crossing also has filed action in a federal district court against What's For Free technical strategist Edelfredo Garcia, accusing him and another independent company of intellectual property theft and...

...claims Martinez stole has been returned and the search-engine positioning that What's For Free will use is "considerably different" from what is done at TrafficResults.com, said Martinez. He...

...on the pending litigation.

"Specialty promotions are a hot advertising medium," Martinez said, adding that "free" has replaced "sex" as the most popular search term on the Internet.

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0913526 98-75035

NetWeb Corp. Kicks Off Growth Strategy With Acquisition of SmartClicks

Anonymous

Business Wire (San Francisco, CA, US) p1

PUBL DATE: 980311

WORD COUNT: 600

DATELINE: Los Angeles, CA, US, Pacific

TEXT:

...Advertising Service Launches NetWeb

Corp.'s Plan to Create an Integrated Network of Services for Web

Site Developers in the Emerging Internet Services Market Category

NetWeb Corp., a new integrated Internet services company committed to offering a suite of services for maximizing the return on a business's investment in its online presence, today announced it has acquired SmartClicks, the second largest banner exchange advertising network.

The acquisition inaugurates NetWeb Corp.'s plan to drive the evolution of the Internet services market by offering the best source for comprehensive assistance to Web site developers who must draw traffic to their sites and create revenue. Over time, NetWeb Corp. plans to offer an inclusive suite of Internet services to support advertising sales, marketing, hosting and e-commerce.

"Offering Web sites access to...

...a crucial first step toward reaching our goal to be the world's leader in Internet services -- the newest segment of the Internet market," said Bill Lohse, successful technology industry pioneer, publisher, investor and founder of NetWeb Corp.

"First, there was the Internet infrastructure, then came the 10's of millions of visitors and the millions of content...

...business services that support the needs of the site publisher. SmartClicks, with its strategically targeted, free banner advertising exchange, gives Web publishers direct help with their most pressing concerns: increasing traffic and revenues."

SmartClicks, combined with the other offerings in NetWeb Corp.'s planned suite of Internet services, will give Web site builders a powerful set of resources for helping their sites reach their potential. Through real...

...NetWeb Corp. will combine business acumen with technical expertise in a broad range of specialized Internet services capabilities -- starting with SmartClicks -- to help Web publishers prove their on-line success through increased traffic and revenue generation.

NetWeb Corp. aims to be the best Internet services vendor, offering its customers everything from front-end marketing and advertising services, to back-end digital commerce capabilities. The company is currently in discussions with several Internet service companies about potential partnerships and other business opportunities. More on Bill Lohse

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Lohse was...

...its kind to offer an automatically targeted, intelligent banner advertising service to anyone with a Web site, from small, home-based businesses to large corporations.

SmartClicks is the second largest advertising exchange...

DESCRIPTORS: Online information services...

... Internet ;

36/3,K/4 (Item 4 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
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0604036 95-60261  
Profits can be elusive in cyberspace  
Bell, Allison  
Business Journal-Charlotte (Charlotte, NC, US), V10 N7 s1 p17  
PUBL DATE: 950529  
WORD COUNT: 483  
DATELINE: Charlotte, NC, US

TEXT:

...weeks. Job hunters pay \$30 per year for the right to list their resumes. Reading ads and resumes is free.

Although Schreyer declines to give detailed figures, he says his sales revenue has increased to hundreds of dollars per month from almost nothing in January. The company is "still...

...In addition to franchise fees and advertising revenue, Help Wanted-USA collects fees from America Online. America Online pays Help Wanted-USA because it views the job listing database as a lure for...  
...of ever making a large profit. But he already has learned valuable lessons about America Online Inc. and other commercial on-line services. He also has learned a great deal about the Internet, the informal network that links commercial, government and educational on-line services. "The education alone...

DESCRIPTORS: Online information services...

36/3,K/5 (Item 1 from file: 471)  
DIALOG(R)File 471:New York Times Fulltext  
(c) 2006 The New York Times. All rts. reserv.

03983401 NYT Sequence Number: 132292000306 (USE FORMAT 7 FOR FULLTEXT)  
MEDIA TALK; Get Ready for Ads During the Workout  
ALLISON FASS  
New York Times, Late Edition - Final ED, COL 05, P 14  
Monday March 6 2000  
DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext  
SECTION HEADING: SECTC  
Word Count: 391

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09/846431

... market. Netpulse, a console with a 15-inch touch-screen monitor and a high-speed Internet connection, can be used while exercising to surf the Web, check e-mail, watch TV...

...at more than 500 health clubs.) In January, Netpulse decided to offer the consoles for free, to broaden its audience and increase ad sales

Michael Hoffman, a spokesman for E-Zone Networks in Calgary, Alberta, said the company had...

36/3,K/6 (Item 1 from file: 494)  
DIALOG(R)File 494:St LouisPost-Dispatch  
(c) 2006 St Louis Post-Dispatch. All rts. reserv.

09591166  
MILK MUSTACHE CAMPAIGN IS A HIT WITH TEENS  
St. Louis Post Dispatch (SL) - Wednesday, April 1, 1998  
By: Jill Venter  
Edition: FIVE STAR LIFT Section: EVERYDAY MAGAZINE Page: E1  
Word Count: 573

It has:

Gotten celebrities volunteering to pose for free downing cow juice;

Started an advertisement collecting trend among teens;

Gotten hopeful parents to send in pictures of their be-mustached pets and kids;

Increased the sales of milk by 1 percent last year alone; and

Has the print ad - unrelated to the TV commercials - getting a 75 percent recognition rate among teens, according to...

...myself, I have a milk mustache calendar on my closet door that I got for free from Schnucks. I'd say the only thing the campaign's missing is Leonardo DiCaprio...

... the Milk Processor Education Program, the organization gets about 1,000 e-mails to its Web site each week wondering why Leo hasn't gotten his mustache. Take a hint, you all...

... milk producers, milking the campaign's popularity for all its worth, have established a special Internet site for milk drinkers. Not just anyone can join Club Milk ([www.whymilk.com](http://www.whymilk.com)). Members...

36/3,K/7 (Item 1 from file: 476)  
DIALOG(R)File 476:Financial Times Fulltext  
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0010011901 B0JFQAIAGVFT  
COMPANIES & FINANCE: UK: Online pioneer prepares to switch on new audience:  
The golden rule of the internet economy is to be the first to market - an axiom that has served Freeserve well, writes Christopher Price  
CHRISTOPHER PRICE

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09/846431

Financial Times, London Edition 1 ED, P 30

Thursday, June 17, 1999

DOCUMENT TYPE: Stories; NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

Word Count: 865

COMPANIES & FINANCE: UK: Online pioneer prepares to switch on new audience: The golden rule of the internet economy is to be the first to market - an axiom that has served Freeserve well...

TEXT:

...company, expected next month.

His promotion to chief executive came from a bright idea: an internet service provider that did not charge a subscription fee, and which used online services to keep customers' attention.

...or drop their charges.

Being first to market has become a golden rule of the internet economy, and one that has served Freeserve well. In the UK it is more than double the size of America Online, its nearest rival and a subscription-based service.

Fletcher Research, the strategy consultants, believe Freeserve...

...reached 31 per cent.

"Freeserve's compelling proposition and aggressive development has built a powerful online brand with a formidable lead in the UK internet access market," says Neil Bradford, a Fletcher director. "We do not expect any other brand...

...arrives."

The challenges now for Freeserve are to maintain its dominant position - some 100 other free ISPs launched in its wake - and increase the time visitors spend on its site. This way lies greater advertising and electronic commerce revenues - and with it the racy valuation Dixons is hoping for from...

...model is robust enough to continue its rapid growth. "Freeserve is more than just a free internet service, and our customers are realising just how much value there is in all the...

...as stock market advice, news and travel services. However, Mr Pluthero is not content for Free-serve to be like "every other portal".

Freeserve intends to add auctions and chat rooms...

...be all things to all people and says its primary purpose is in being a free and user-friendly way for people, particularly for first-time internet users, to access the world wide web. The services that greet them once through the...

...has been with Dixons for six years. His development of Freeserve, his affinity with the internet and his retail experience make him believe he has the credentials to sustain its initial success.

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09/846431

He points out that, unlike most other internet service companies, Freeserve was borne out of a retailer and that customer requirements, as opposed...

...has had to be created. Valuations also need to take into account lower levels of internet penetration in the UK compared with the US.

This week it emerged that Freeserve was...

...the number of subscribers it attracts, rather than the number of people who visit its web site. In this context, the more appropriate model to use for comparison is AOL. AOL's subscribers are valued at about Dollars 5,000 (Pounds 3,140) each, against Free-serve's subscribers which may be valued at nearer Pounds 1,500. This would value...

...s future are two-fold: can it maintain customer loyalty in the face of other free services, perhaps with lower phone charges, and how susceptible is it to the advent of new forms of internet access such as television and mobile phones?

Mr Pluthero says Freeserve can respond positively to...

...a share offering to Freeserve users that will underpin loyalty.

As for new forms of internet access, John Clare, chief executive of Dixons, points out that the electrical retailer will be...

...provide this in the same way as it does with computers. Computer, TV or phone, Free-serve software will be available.

It all adds up to a compelling story. The question...

...DESCRIPTORS: Internet  
?



09/846431

-16/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00787013 \*\*Image available\*\*

A METHOD OF MONITORING INTERNET ACTIVITY  
PROCEDE DE SURVEILLANCE DE L'ACTIVITE INTERNET  
Patent Applicant/Assignee:

E-CLUB AUSTRALIA LIMITED, 28 Esther Road, Balmoral, NSW 2088, AU, AU  
(Residence), AU (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BARTIM Aaron, Level 15, 201 Miller Street, North Sydney, NSW 2060, AU, AU  
(Residence), -- (Nationality), (Designated only for: US)

Legal Representative:

FREEHILLS CARTER SMITH & BEADLE (agent), MLC Centre, Martin Place,  
Sydney, NSW 2000, AU,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200120503 A1 20010322 (WO 0120503)

Application: WO 99AU1103 19991213 (PCT/WO AU9901103)

Priority Application: AU 992810 19990914

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB  
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA  
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA  
UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3627

Fulltext Availability:

Detailed Description

Detailed Description

... over the Internet is

Z:)

enormous due to the large number of web users, a successful commercial  
web site must often still rely on referrals and advertising to sell  
goods and so that Internet users know of the web sites.

Referrals and advertising can be carried out on other...

...web site on a popular web site such as www.hotmail.com, which is a free  
webbased email service maintained by Microsoft Corporation Inc.

Hotmail.com is used by millions of Internet users to access free  
web-based email, which makes advertisincy on this site attractive

:D

to many businesses which...

16/3,K/2 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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Lehman EIC 3600 2-3496 KNX 4B68

09/846431

00467869      \*\*Image available\*\*

METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING  
PROCEDE ET APPAREIL DE PLACEMENT AUTOMATIQUE DE PUBLICITES

Patent Applicant/Assignee:

DOUBLECLICK INC,

Inventor(s):

MERRIMAN Dwight A,

O'CONNOR Kevin,

Patent and Priority Information (Country, Number, Date):

Patent:                      WO 9858334 A1 19981223

Application:                WO 98US12419 19980615 (PCT/WO US9812419)

Priority Application: US 9748940 19970616; US 9749877 19970617

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AU BR CA CN HU IL IS JP KR MX NO NZ PL RO RU SG AT BE CH CY DE DK ES FI

FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 9388

Fulltext Availability:

Detailed Description

Detailed Description

... or physical infrastructure that facilitates a  
transaction). For example, Internet forms, fax-back systems, toll- free  
numbers, direct mail postcards, interactive television buttons, etc. are  
all types of commerce engines 24...the location of the  
advertisement servers or the predictive model server. In response to a  
successful action such as a sale , an e-mail message is generated back  
from the advertiser 's web site to the predictive model server.

Actions include, for example: completing a survey, supplying lead  
information...

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how files;ds

File 348:EUROPEAN PATENTS 1978-2006/Feb W03

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File 349:PCT FULLTEXT 1979-2006/UB=20060223,UT=20060216

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Set	Items	Description
S1	57654	SALE OR SALES OR SELLING OR SELL
S2	232370	AD OR ADS OR ADVERTIS? OR SLOTS
S3	127741	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	218179	SUCCESSFUL? OR SUCCESS
S5	6844	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	4459	ADVERTISER?
S7	637613	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	41	WAIV? (2N)FEE
S9	938366	ADDITIONAL? OR EXTRA
S10	11927	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S11	439	S1 (5N) S2 (5N) S3
S12	0	S11 (S) S5 (7N) (S7 OR S8)
S13	28	S11 (S) (S4 OR S5)
S14	15	S13 AND (S7 OR S8)
S15	5	S14 NOT PD=>20010430
S16	2	S14 NOT AD=>20000430
		?

09/846431

13/7/1  
DIALOG(R)File 256:TecInfoSource  
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01084671 DOCUMENT TYPE: Product

PRODUCT NAME: AccountScout (084671)

Fake Brains Inc (665835)  
PO Box 261632  
Littleton, CO 80163-1632 United States  
TELEPHONE: (303) 791-3301

RECORD TYPE: Directory

CONTACT: Sales Department

Fake Brains' AccountScout manages the scheduling and entry of newspaper display advertisements, page-ready classifieds, and circulars. AccountScout can be tapped to improve data entry productivity and to reduce office paperwork. Beyond scheduling a range of display and classified advertisements, the system manages customer contracts, prices and formats page-ready classifieds, prints invoices, and tracks sales commissions. It also offers more than 100 report options. AccountScout streamlines the Web publication of classified advertisements. It also works with existing accounts receivable and general ledger applications. Employing the scheduling and data entry system, newspapers can streamline internal processes and increase sales. A demonstration version of AccountScout and a product brochure can be downloaded from the Fake Brains Web site.

REVISION DATE: 20020530

13/7/2  
DIALOG(R)File 256:TecInfoSource  
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01081361 DOCUMENT TYPE: Product

PRODUCT NAME: ECNext Managed Services for Publishers (MSP) (081361)

ECNext Inc (717851)  
9200 Worthington Rd #301  
Westerville, OH 43082 United States  
TELEPHONE: (614) 682-5103

RECORD TYPE: Directory

ECNext's ECNext Managed Services for Publishers (MSP) is a comprehensive online content publishing and management system. ECNext MSP encompasses a range of technology and service components, including the ComSite modules and the ComManage and ComMarket services. ECNext MSP's ComSite module is an open, scalable, and secure platform that allows publishers to create Web content quickly and that performs efficient conversions of existing content. ECNext MSP's ComManage services target back office management requirements. ComManage addresses customer support, Web site management, hosting, and billing processes. Employing ComManage, publishers can

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eliminate data center investment and management demands. Content providers can sell directly to customers searching for information. They can set up document or database catalogs, with pay-per-view or subscription pricing. Finally, the service is a three-tier platform that allows providers to increase Web site traffic. The component offers search engine optimization, reciprocal link, online advertising, marketing communications, corporate account, and channel partner features. Tapping ECNext MSP, publishers can improve profit margins by reducing distribution costs and order cycle times. ECNext MSP is deployed and configured quickly. The system also features intuitive online administration and reporting tools.

REVISION DATE: 20031208

13/7/3

DIALOG(R)File 256:TecInfoSource

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01078778 DOCUMENT TYPE: Product

PRODUCT NAME: Hitbox Enterprise (078778)

WebSideStory Inc (662402)

10182 Telesis Ct

San Diego, CA 92121 United States

TELEPHONE: (619) 546-0040

RECORD TYPE: Directory

CONTACT: Sales Department

Hitbox (R) Enterprise from WebSideStory is a comprehensive outsourced Web analytics service. Highly scalable and easy to use, HitBox Enterprise provides detailed, real-time information about a site's visitors and about customers' behavior. These analyses can help e-companies increase sales and profits. It serves sites with large volumes of traffic or the most sophisticated needs, including visitor segmentation, multilevel content grouping, path from referrer, and account aggregation. HitBox Enterprise can help site owners answer questions such as where do my best customers come from? which products or services do site visitors prefer? and which advertising campaigns will be the most effective? They can use this information to acquire new customers, improve the usability of their offerings, or enhance customer service.

REVISION DATE: 20020530

13/7/4

DIALOG(R)File 256:TecInfoSource

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01050261 DOCUMENT TYPE: Product

PRODUCT NAME: GeoPoint (050261)

Quova Inc (702986)

333 W Evelyn Ave

Mountain View, CA 94041 United States

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09/846431

TELEPHONE: (650) 528-3700

RECORD TYPE: Directory

CONTACT: Sales Department

GeoPoint (SM) from Quova is a location-based service for Web site owners and Internet service providers that determines the geographic location of site visitors, enabling them to provide their customers with personalized services and information. It is built upon Quova's Precision Mapping Technology (PMT) (TM), which uses eight mapping methods to analyze and map more than four billion IP addresses. Businesses can increase their sales potential and customer loyalty through locally targeted advertisements, personalized content that uses the appropriate language, currency, and cultural style of customers' locations, compliance with local laws and regulations, and improved ability to detect online credit card fraud. GeoPoint is non-invasive and protects the anonymity of site visitors; it does not require registration data or profiles. It works by collecting geographic data, analyzing and mapping the data with PMT, and storing it in a data warehouse. From the data warehouse, the GeoPoint Data Delivery Servers (DDSeS) translate the content into the appropriate style and deliver it within milliseconds. Additionally, GeoPoint users are provided with access to a support extranet at which they can view reports of their site's performance, traffic, and demographics, check their billing and accounting status, and receive customer support.

REVISION DATE: 20040302

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how files;ds

File 256:TecInfoSource 82-2006/Feb

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Set	Items	Description
S1	3574	SALE OR SALES OR SELLING OR SELL
S2	1336	AD OR ADS OR ADVERTIS? OR SLOTS
S3	14257	WEBSITE OR WEB()SITE OR INTERNET OR BLOGADS OR WEB()PAGE? ? OR WEBPAGE? OR ONLINE
S4	1834	SUCCESSFUL? OR SUCCESS
S5	168	(INCREAS? ) (3N) (TRAFFIC OR HITS OR VISITORS OR VIEWS OR SA- LES)
S6	159	ADVERTISER?
S7	1974	(FREE OR COMPLIMENTARY OR "WITHOUT" ()CHARG?)
S8	0	WAIV? (2N)FEE
S9	1783	ADDITIONAL? OR EXTRA
S10	202	(BASED OR BASING OR DETERMIN? OR CALCULAT?) (4N) (TRAFFIC? OR HITS OR VISITORS OR VIEWS OR SALES)
S11	24	S1 AND S2 AND S3 AND (S5 OR S7)
S12	8	S11 AND S5
S13	4	S12 NOT PD=>20010430
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| 2. <a href="#">Content unchained -- The new value web</a> . By: Pack, Thomas. EContent, February 1, 2001, Vol. 24 Issue 1, p36-40, 5p; (AN IPCA0624308)<br><a href="#">Linked Full Text</a>   | <a href="#">Add</a> |
| 3. <a href="#">Get your advertising message across -- A close relationship with your online advertising agency is key to a successful campaign</a> . By: Shachtman, Noah. Information Week, November 27, 2000 Issue 814, p140-144, 3p; (AN IPCA0617914)   | <a href="#">Add</a> |
| 4. <a href="#">Time to tighten their belts -- Online retailers are facing hard times and cutting back on spending. Say goodbye to free shipping</a> . By: Warner, Bernhard; Helft, Miguel; Anderson, Diane. Industry Standard, May 1, 2000, Vol. 3 Issue 16, p61-61, 1p; (AN IPCA0605824)   | <a href="#">Add</a> |
| 5. <a href="#">Winstar releases Office.com</a> . Information Today, January 1, 2000, Vol. 17 Issue 1, p23-23, 1p; (AN IPCA0597053)<br><a href="#">Linked Full Text</a>  | <a href="#">Add</a> |
| 6. <a href="#">Marketing secrets for the new economy, part one: driving traffic -- You want the world beating a path to your door, right? Here's how the top 100 companies did it. Oil up your cash registers</a> . By: Weaver, Jane. PC Computing, January 1, 2000, Vol. 13 Issue 1, p90-100, 8p; (AN IPCA0598043)<br><a href="#">Linked Full Text</a> | <a href="#">Add</a> |



7. <u>Free access, version 2.0 -- Forget advertising. A pack of new startups bets that the future of selling a brand online will be your own private-label ISP.</u> By: Krause, Jason K. Industry Standard, September 20, 1999, p34-34, 1p; (AN IPCA0585809)	 Add
8. <u>The right way to set up shop -- Why buy the Web shop when you can get the e-commerce for free? Here are some hosting and setup options to get you started.</u> By: Strom, David. NewMedia, July 1, 1999, Vol. 9 Issue 7, p49-55, 7p; (AN IPCA0579318)	 Add
9. <u>New twist: give away the store -- Startup.freemerchant.com offers free hosting to small businesses, taking a cut based on each customer's traffic.</u> By: Roberts-Witt, Sarah L. Internet World, June 28, 1999, Vol. 5 Issue 24, p21, 2p; (AN IPCA0576641)	 Add
10. <u>MSN LinkExchange.</u> By: Ozer, Jan. PC Magazine, June 8, 1999, Vol. 18 Issue 11, p131-132, 2p; (AN IPCA0576202)  <a href="#">Linked Full Text</a>	 Add
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Formats: [Citation](#) [Linked Full Text](#)**Title:** More bang for (Web) ad bucks.**Authors:** [Kerstetter, Jim](#)**Source:** [PC Week](#); 03/15/99, Vol. 16 Issue 11, p27, 2p, 1c**Document Type:** Article**Subject Terms:** [FORUMS \(Discussion & debate\)](#)  
[INTERNET advertising](#)  
[ELECTRONIC commerce](#)**Company/Entity:** [BE Free Inc.](#) **DUNS Number:** [059705538](#) **Ticker:** [BFRE](#)**NAICS/Industry Codes:** [4541](#) Electronic Shopping and Mail-Order Houses**Abstract:** Describes how the initiatives of Delphi Forums Inc. and Be **Free** Inc. refine the reach and effectiveness of online **advertising**. Delphi's launch of the Mention Marketing capabilities in its forums service; Iteration of Be **Free's** Affiliate Outreach Program, which allows a Web site to get a cut of the revenues it helps another site produce; Potentials of **electronic commerce**.**Full Text Word Count:** 663**ISSN:** 0740-1604**Accession Number:** 1719488**Persistent link to this record:** <http://search.epnet.com/login.aspx?direct=true&db=iqh&an=1719488>**Database:** Internet and Personal Computing AbstractsFormats: [Citation](#) [Linked Full Text](#)©2006 EBSCO Publishing. [Privacy Policy](#) - [Terms of Use](#) - [Copyright](#)

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**Record: 1**

**Title:** More bang for (Web) ad bucks.

**Authors:** Kerstetter, Jim

**Source:** PC Week; 03/15/99, Vol. 16 Issue 11, p27, 2p, 1c

**Document Type:** Article

**Subject Terms:** \*FORUMS (Discussion & debate)  
\*INTERNET advertising  
\*ELECTRONIC commerce

**Company/Entity:** BE Free Inc. **DUNS Number:** 059705538 **Ticker:** BFRE

NAICS/Industry Codes 4541 Electronic Shopping and Mail-Order Houses

**Abstract:** Describes how the initiatives of Delphi Forums Inc. and Be Free Inc. refine the reach and effectiveness of online advertising. Delphi's launch of the Mention Marketing capabilities in its forums service; Iteration of Be Free's Affiliate Outreach Program, which allows a Web site to get a cut of the revenues it helps another site produce; Potentials of electronic commerce.

**Full Text Word Count:** 663

**ISSN:** 0740-1604

**Accession Number:** 1719488

**Database:** Academic Search Premier

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**Section:** The Internet Economy

## **MORE BANG FOR (WEB) AD BUCKS**

### **Delphi, Be Free initiatives refine reach, effectiveness of online advertising**

An internet old-timer and a newcomer to the market are proving that there's more than one way to skin a cat--and make a buck--on the Web.

Later this month, Delphi Forums Inc. will unveil the new Mention Marketing capabilities in its forums service. Also this month, Be Free Inc. will unveil the latest iteration of its Affiliate Outreach Program, which allows a Web site to get a cut of the revenues it helps another site produce.

Both companies are banking on a harsh reality of the Internet: If you want to survive, you'd better find a way to get a piece of the electronic commerce pie, and banner advertising alone isn't going to cut it.

"It's all about e-commerce. If you can hit a person interested in making a purchase with an ad supporting that purchase, you could really make a strong impact," said Larry Barber, president of Tom's Hardware Guide Inc., in San Jose, Calif.

If any company knows about the harsh realities of the Internet, it's Delphi. Founded more than 15 years ago, the Cambridge, Mass., company was one of the early pioneers of the online business. But brutal competition from the likes of America Online Inc. and a sale to News Corp. that eventually led to a piecemeal carving of the entire company left only a handful of employees behind.

But Delphi executives now believe the company is on its way back with a new message board service aimed at the likes of PlanetAll.com and a major deal with Web sites Fox News America and Tom's Hardware. More importantly, Delphi is adding e-commerce to the mix.

By this summer, the company's Mention Marketing technology, which is built on technology from Inktomi Inc. and on e-commerce technology that Inktomi picked up last year in its purchase of C2B Technology Inc., should be available to customers.

Here's how it works: Delphi customarily places banner advertisements at the bottom of message boards. Advertisers can link to a particular discussion group, but Mention Marketing takes it a step further. If a message board user writes a certain word, such as "modems," a modem advertisement can appear at the bottom of the screen.

The technology is similar to the keyword links that banner advertisements rely on in search sites, with one big difference: The Inktomi engine monitors the message boards themselves for the links, staying on the lookout for certain words rather than linking to particular database calls, as is commonly done in keyword searches.

Tom's Hardware, which considers itself an online computer hardware community, is eager to try the new technology. "The people going to message boards are people who are interested and who are vocal," Barber said. "Those people are more likely to buy, and they're more likely to tell people what to buy."

Be Free, of Marlboro, Mass., manages e-commerce affiliates--that is, it acts as a service bureau to tie Web sites that advertise products to the merchants that are selling them, then tracks those sales.

It's another new spin on banner advertising--the site that sponsors the link usually receives a cut of the revenues from the sales it generates, customarily in the range of 5 percent. Be Free helps make those deals a reality, said company founder Samuel Gerace.

This week, Be Free will release its BFast 3.0, which includes a new "virtual storefront" capability that allows a merchant to provide affiliates with improved banner ads, even complete HTML pages via a set of tags that the affiliate places on its site.

"We think," Gerace said, "that we can help a merchant make sure it's getting its money's worth for its advertising."

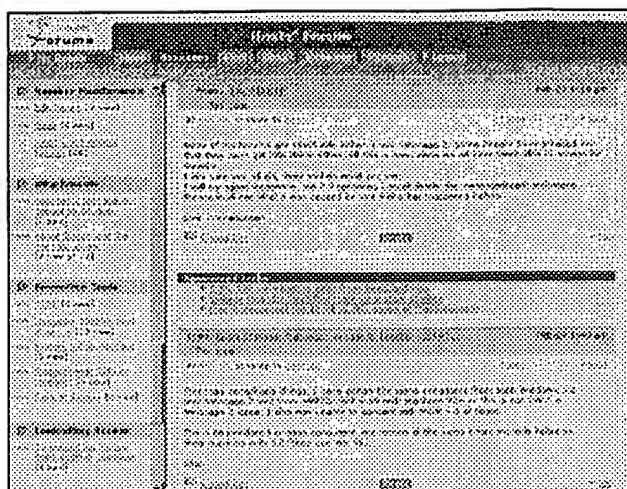
Delphi can be reached at (617) 441-4545 or [www.delphi.com](http://www.delphi.com). Be Free is at (508) 357-8888 or [www.befree.com](http://www.befree.com).

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By Jim Kerstetter

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*Delphi will refine targeted ad placement in its message Forum.*

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**Title:** [Speeding up banner ad download times -- LinkExchange's three-tiered architecture emphasizes zippy ad delivery for its 250,000 members.](#)

**Authors:** [Roberts-Witt, Sarah L.](#)

**Source:** [Internet World](#); September 21, 1998, Vol. 4 Issue 30, p57-57, 1p

**Document Type:** [Article](#)

**Subject Terms:** [ADVERTISING](#)  
[CORPORATIONS](#)  
[BANDWIDTHS](#)  
[WEB sites](#)  
[ELECTRONIC commerce](#)

**Geographic Terms:** [UNITED States](#)

**Author-Supplied Keywords:** [LinkExchange](#)

**Abstract:** Presents a profile of online **advertising** cooperative LinkExchange, a company that makes online **advertising** accessible and affordable for small and midsize businesses. Says LinkExchange has 250,000 member sites, to which it provides two-ads-for-one services, as well as **free** services such as ListBot for creating mailing lists, a hit counter, and various reporting and promotional tools. Notes that the company also offers for-fee services that include **electronic commerce** tools, search engine registration, and affiliate program support. Reports the site has a segmented, three-tier architecture using 80 servers. Notes that the first layer uses 20 to 30 servers to handle **advertising**, while a second layer handles scheduling, and the third layer houses Oracle databases. Adds that all servers are Pentium machines, and notes the Web servers run Apache 1.3 on BXD. Says bandwidth is provided by a 100Mbps switched Ethernet backbone. Includes one photo and one sidebar.

**ISSN:** [1097-8291](#)

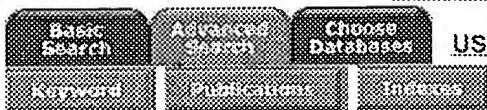
**URL:** <http://www.linkexchange.com>

**Accession Number:** [IPCA0549970](#)

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**Title:** [Making money on the Web -- How can you and your company get in on the Internet gold rush?](#)

**Authors:** [Goldstein, Michael](#)

**Source:** [PC Laptop Computers Magazine](#); March 1, 1996, Vol. 8 Issue 3, p40-41, 2p

**Document Type:** [Article](#)

**Subject Terms:** [ADVERTISING](#)  
[WORLD Wide Web](#)  
[BUSINESS](#)  
[MONEY](#)  
[INTERNET](#)  
[ONLINE data processing](#)  
[ELECTRONIC commerce](#)

**Geographic Terms:** [UNITED States](#)

**Abstract:** States that the World Wide Web has essentially become the commercial area of the Internet, and says that the most common suffix for an Internet address today is .com. Notes that businesses should consider the Web as an essentially **free** advertisement since the costs of maintaining a site are low. Provides five suggestions that money can be made on the Internet including: directly selling products or services; selling **advertising** space on your Web site; selling hypertext links; charging a fee for content available on your site; and marketing demographic information that you capture about people or businesses visiting your site. Also says that there are issues such as credit card security and bandwidth. Notes that estimates say \$50 billion may be spent on online shopping by the year 2000. Includes one graph.

**Accession Number:** [IPCA0459167](#)

**Persistent link to this record:** <http://search.epnet.com/login.aspx?direct=true&db=iqh&an=IPCA0459167>

**Database:** [Internet and Personal Computing Abstracts](#)

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